



**Høgskolen i Telemark**

Fakultet for allmennvitenskapelige fag

**EKSAMEN**

**6020/6050**

**BUSINESS ENGLISH 6020/ENGLISH FOR EXCHANGE STUDENTS 6050**

**22.05.2013**

Tid/Time: 3 timer/3 hours (9-12)

Målform/Language: Bokmål/English

Sidetal/Pages: 5 med framside/5 including this page

Hjelpemiddel/Aid: English dictionary

**Eksamensresultata blir offentliggjort på nettet, via StudentWeb.**

**The exam results will be published online, via StudentWeb.**

## **ANSWER PART 1 AND PART 2.**

**(Part 1 counts for 40% of the total grade, and part 2 counts for 60%).**

**Part 1 (40%):** Please answer **either a)** A business letter (job application) **or b)** ‘Face-to-Face case: “My communication audit”, by Jane’.

**a) Write a job application.**

*Applying for a position*

**Apply for the following position. Write a job application letter, referring to your educational qualifications, job experience and any skills, personal qualities, or other information which you feel may be of relevance to the position. You should try to convince the employer that you are the right candidate for the job.**

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### ***World 360 Travel Consultancy***

One of the UK’s leading specialists in tailor-made tours and cultural holidays to Asia, Australia, the US, the Caribbean and South America is looking for a recent graduate to train as a Travel Consultant. We are committed to providing the best service to our clients while supplying a unique holiday adventure to suit their individual needs. We believe you will thrive with our 9-month training plan which will give you the opportunity to experience all aspects of our business.



Responsibilities will include dealing with client enquiries; selling worldwide tailor-made holidays and creating itineraries; booking tours and reserving flights through suppliers; preparing client travel documentation; managing bookings; and general customer service.

We are a rapidly expanding international business and are looking for young and talented business graduates to help us grow. We wish to build a team of highly motivated, flexible and talented people who are willing to put in that little extra effort. If you already have a degree in business or travel with an international perspective, or will receive one within the next few years, and are interested in hearing more, write us a letter outlining your skills and abilities, your existing and future academic experience and any other experience you feel would be relevant.

Candidates should also have: good administrative skills; knowledge of travellers’ needs preferred but not mandatory (as training will be given); knowledge of customer service skills; and sales knowledge. It is an advantage if you have language skills relevant to our destinations, although this is not essential.

Send your job application letter to: Ms. A. Nut, Personnel Manager, World 360 Travel Consultancy, 10 Bleeding Heart Yard, London EC1N, United Kingdom.

**OR**

**b) ‘Face-to-Face case: “My communication audit”, by Jane’<sup>1</sup>.**

**Read the ‘Face to Face’ below and answer the questions. You should write a minimum of 300 words in total when answering the four questions below.**

**‘My communication audit’, by Jane**

‘HAH! I just do not believe these people!’ Jane pulled a face, sighed loudly and stared into her coffee cup. Her sister Sophie held her hand and tried to think of something encouraging to say. Spread out across the dining room table was an assortment of letters, each with a letterhead displaying the corporate identity of a major international company. Sophie looked at the spreadsheet that Jane had just printed out.

‘Looking on the bright side,’ Sophie said, ‘You did manage to get three interviews – that’s not too bad for a first attempt.’

‘But I wrote more than 50 applications!’

‘Well, that’s true, though I suppose ...’

‘And not ONE single job offer! All three interviews were, like, ‘Thank you SO much for coming to see us Ms Whatsyourname, but we’re really not interested.’ Jane paused to wipe her eyes. ‘... I mean, what do they expect, BLOOD? What more can I do? I spent HOURS writing the same things over and over again in those application forms – it’s so PATHETIC!’ Jane let out another big sigh.

Sophie decided it was time to change the subject. ‘So, anyway, at least you got a free trip to Paris!’

‘Paris was good, but the interview was a nightmare; all these DULL people in expensive suits, asking really DUMB questions.’

‘What do you mean, “dumb”?’

‘Well, they kept asking me questions about their company - surely they know this stuff? - And “where do I see myself in five years’ time?”, stupid questions like that.’

‘And how did you answer these questions?’

‘Well, I TRIED to sound interested, and kind of made up something, basically.’

‘Oh, right,’ said Sophie.

Later that evening, Jane went out to get a take-away meal, and Sophie took another look at her sister’s job applications. She noticed the following sentence in one of the replies, ‘Thank you for your letter. Unfortunately we do not have any vacancies at present.’ Another letter asked her to re-submit her application to the graduate recruitment office, which was based at a different address. When Sophie looked at some of the application forms, she found that Jane had answered questions like, ‘Why do you want to work for our company?’ with exactly the same wording: ‘I just want a fun job with a good salary and not too much stress.’

When Jane returned with the meal, Sophie poured her a drink and said, ‘You know, I was just wondering about your job applications - would you like me to take a look and maybe give you

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<sup>1</sup> Edited from: Blundel, Richard and Ippolito, Kate. 2008. *Effective Organisational Communication: Perspectives, Principles and Practices* (3rd edition). Harlow, England: Prentice Hall – Financial Times Press. ISBN: 0273713752.

a few suggestions?’ Jane frowned, sighed loudly, and stared at her sister. ‘OK, then,’ said Sophie, ‘let’s leave it for now, and have our meal.’

**Answer the following questions (You must answer ALL FOUR questions)**

1. Summarise the above Face-to-Face case, conveying the main points (write approx. 100 words).
2. If you were Sophie, what advice would you give her about: a) Her written job applications? b) Her interview technique?
3. What additional questions would you want to ask Jane, in order to better assess the way she communicates?
4. Consider how you might use communication audit techniques to assess your own communication practices. This might be as an individual (as in Jane’s case) or in an organisation where you have some involvement (e.g. a sport’s team, student organisation or other kind of organisation).

## **Part 2: Write answers to five of the eight questions below (60%).**

**INSTRUCTIONS:** On the basis of Richard Blundel's *Effective Organisational Communication* write answers to five (5) of the following eight (8) questions. Write roughly 100 words when answering each question. You may write more than what is required. Write clear and complete English sentences.

1. In media relations the news release (or press release) is an important means of communication. Define what a news release is. Discuss the advantages and disadvantages of this form of business communication.
2. What are the benefits of teamwork in solving organisational problems? What makes a successful team, and what are the symptoms of an unsuccessful team?
3. Discuss negotiation in a cross-cultural perspective.
4. What is a business report? List the different types of business reports. There are four fairly distinct stages of writing a report – what are these?
5. What is meant by stakeholder? List some stakeholder groups that a company communicates with, especially with regard to collecting feedback. You may give examples of the type of data that is collected.
6. What is a communication audit?
7. Formal meetings are typically arranged by large organisations and are characterized by specific features. Name and describe the features of formal meetings. Your description should also mention and describe briefly a number of specific terms used in connection with meetings.
8. What are the benefits of teamwork in solving organisational problems? What makes a successful team, and what are the symptoms of an unsuccessful team?