



**Høgskolen i Telemark**

Fakultet for allmennvitenskapelige fag

**EKSAMEN**

**6020/6050**

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

**23.05.2014**

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

Målform/Language: Bokmål/English

Sidetal/Pages: 4 med framside/4 including this page

Hjelpemiddel/Aid: English-English dictionary

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

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



**ANSWER ALL PARTS OF THE EXAM (PARTS 1, 2 AND 3).**  
**ANSWERS MUST BE WRITTEN IN ENGLISH.**

**Part 1: Short answer questions (30%)**

On the basis of the course textbook *Effective Organisational Communication*, provide short answers (minimum of TWO sentences) for any SIX of the following EIGHT terms/expressions:

1. What is the meaning of *euphemism* in the context of verbal communication?
2. What is the meaning of *groupthink* in the context of barriers to communication?
3. What is the meaning of *slice of life* advertisement in the context of popular advertising formats?
4. What is a *lobbyist*?
5. What is the meaning of *grapevine* in the context of interactive communication?
6. What is the meaning of *synchronous communication*? Give examples.
7. What do we mean by *emotional intelligence*?
8. What do we mean by *non-verbal forms of communication*?



## **Part 2: Longer answer questions (40%)**

On the basis of the course textbook *Effective Organisational Communication*, write answers to FOUR of the following SIX questions. Write a minimum of FOUR sentences for each answer; you may write more than what is required. Write clear, correct, complete English sentences.

1. What is meant by stakeholder? List some stakeholder groups that an organization communicates with, especially with regard to collecting feedback. You may give examples of the type of data that is collected.
2. Give a description of the principal types and purposes of meetings (you may provide examples).
3. 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.
4. What are the benefits of working in teams?
5. The job interview is one type of interview; give a list of the other main interview types used in organizations. Describe one or more types of interview.
6. How do you plan an advertising and promotional campaign?



### **Part 3: 'Face-To-Face' case (30%)**

Read the 'Face-to-Face' case and answer all the questions, writing clear, correct, complete English sentences. In your answers, use relevant terminology (a minimum of FIVE terms) from the course textbook, *Effective Organisational Communication*. Your answers should comprise a minimum of 350 words in total.

#### **Overcoming challenges of student team-working<sup>1</sup>**

A group of final year students has been allocated to tutor-selected teams of six members, and assigned the task of forming and operating as a profit-making enterprise for 12 weeks. Each team has been given a budget of £200 to get started, which they will need to repay from their profits. Anna, Baljit, Memo, Jake, Naz and Steve find themselves working together as Team 1. They get off to a great start and agree to call themselves Waste Not. They decide that they will offer a service, acting as a broker between local firms and the various agencies that recycle paper, cardboard, unwanted computing equipment and other waste. Problems begin at the second meeting when the two most vocal members – Baljit and Steve – clash over the decision of who will take the role of finance director, as both feel they have the necessary skills. The team had agreed not to appoint a leader but to take it in turns to chair meetings and to appoint roles of finance director, marketing director and sales director. They struggle and fail to agree upon who will take on which role by the end of the meeting. Anna, the person nominated to type up and circulate decisions and action points, is absent from the next three meetings, and all attempts to contact her by mobile and e-mail fail. By week four the team has split into two sub-groups, Baljit and Naz in one sub-group and Memo, Jake and Steve in the other. Both sub-groups appear to be operating fairly successfully in terms of securing agreements with local firms. The situation erupts when members of both sub-groups – Jake and Baljit – call the same firm and begin to negotiate, unaware of what the other is doing. The firm finds out and terminates the deal on the basis that Waste Not is disorganised and incompetent. They are less than impressed by their internal communication! Team meetings cease. Baljit and Naz arrange to see their tutor to complain that certain members aren't pulling their weight (the 'absent member' and the 'loafer'). Finally, Anna reappears and the team is forced to meet to agree on how they'll complete their final assessed report. The report is hurriedly written by Baljit and Naz and the team spends the last two weeks looking forward to the end of the project. A £300 profit is made and the team is given a grade C.

- 1. In your own words, summarise the text (use roughly 50-100 words).**
- 2. What do you think were the barriers that prevented this team from working effectively?**
- 3. Based on ideas in the course textbook, as well as your own experience, what strategies would you put into place to help the team achieve its true potential?**

---

<sup>1</sup> Adapted from: Blundel, R., Ippolito, K., and Donnarumma, D. *Effective Organisational Communication*. Pearson: Harlow. 2013. (pages 372-373).