



Høgskolen i Telemark

Fakultet for allmennvitenskapelige fag

EKSAMEN

6020/6050

Forretningsengelsk/Business English

21.05.2015

Tid/Time:	3 timer/hours
Målform/Language:	Engelsk/English
Sidetal/Pages:	7 (inkludert denne/including this)
Hjelpemiddel/Aid:	English/English dictionary
Merknader/Special remarks:	
Vedlegg/Number of attachment:	

Sensuren finner du på StudentWeb.



This examination consists of three parts. The parts are equally weighted.

Part 1.

There is **one** section in Part 1. You will write an English-language letter or email based upon the **Scenario** below. The choice of writing a conventional letter or a business email is up to you, but you must clearly indicate which of the two communication forms you have chosen.

Scenario: Your company manufactures and installs large, commercial greenhouses, and you are getting complaints from a client (*Ms Rose Rugosa*) that her company's plants are not doing well. Ms Rugosa is suggesting that your company's greenhouses are prone to overheating. The weather has been unusually hot, and the client has been trying to save money by turning off the ventilation fans early in the evenings. You must persuade the client to water the plants more often and to run the ventilation fans more. Doing these things will cost the client money, but will increase the health of the plants.

You will need to create a name, address, etc., for your company and the client's company.

Part II

Part II consists of **three** sections. The **first** asks you to define and discuss the importance of **4** out of **7** possible terms. Use 1 to 2 sentences for each term. The **second** asks you to read the brief passage marked **Business Article** and to answer 5 questions about the article. The **third** asks you to write a short answer (4-6 sentences) in response to 1 of 2 possible prompts.



Section 1. Terms (select 4)

stakeholder, disciplinary interview, meeting agenda, quorum, asynchronous communication, negotiation, pie chart

Section 2.

Business Article

Jim Dukas cannot hire enough engineers. In a world where unemployment is often common, his tech company Opower has trouble identifying and recruiting qualified employees. Dukas has tried using both the large recruiting websites like Monster.com and the network-based LinkedIn without luck. Some new companies, however, want to bridge the gap between social networks, and the large online recruiting services.

One of those recruiters is Evergrad, a new UK-based site that hopes to link young graduates with promising small businesses. “Our tone is more formal than Facebook but more fun than LinkedIn,” says Dan Manzi, managing director of Evergrad. “In my experience, the vast majority of students believe that LinkedIn is very formal and something you need [after] you get a job. This does not translate into using LinkedIn to search for employment. Similarly Facebook is a place for socializing, not work. The big actors like Monster are too impersonal and too difficult to navigate.”

Evergrad has many competitors in the online job space.

[SmartRecruiters.com](#) posts niche job advertisements. SmartRecruiters claims 62% of open jobs are posted to niche job sites and boasts of posting 400,000+ jobs for 65,000+ companies. [Glass-door](#) is another job search option. The site has comments from past and present employees about the culture and work environment at the firms looking for employees. [Good.com](#), is organized around helping job seekers and employers find the right fit. And there is also [Work With Us](#), a LinkedIn tool that shows your advertisement whenever a candidate matching one of your job descriptions views another



company's job listing.

It's an embarrassment of riches, but sometimes it still works. Jim Dukas pointed out, even though he has encountered problems recruiting online, the firm did a major hire through an online site. Seth Linden, the president of the firm, was a TV reporter in DC, covering Capitol Hill for NBC affiliates, but wanted to make the jump to PR and come to NY. He found Dukas on MediaBistro, a site for media professionals. Linden started as a senior account executive and now is the firm's second-ranking official.

Question 1.

Jim Dukas works for

- a. MediaBistro
- b. Smart-Recruiters.com
- c. Opower
- d. LinkedIn
- e. None of the above

Question 2.

Which company features interviews with company employees as a part of their online recruiting service?

- a. Opower
- b. LinkedIn
- c. Glassdoor
- d. Evergrad
- e. None of the above



Question 3.

According to Dan Manzi, students think that LinkedIn is

- a. old-fashioned technology that no one uses
- b. something to use after you get a job
- c. hard to use
- d. only for socializing
- e. None of the above

Question 4

In this context, the phrase ‘an embarrassment of riches’ means

- a. it is awkward to be a profitable company hiring in bad financial times
- b. there are very many different online recruitment sites around
- c. candidates that many companies want to hire often feel afraid to admit this to their friends
- d. the best online recruiters try not to brag
- e. None of the above

Question 5

In previous work, Seth Linden did the following job

- a. online recruiter
- b. reporter
- c. senior account executive
- d. engineer
- e. none of the above



Section III

Select **one** of the two prompts below and write a 4-6 sentence answer

Prompt 1.

Discuss some types of non-verbal communication and their importance in the business world.

Prompt 2.

Discuss the role of the chair in formal business meetings.

Part III

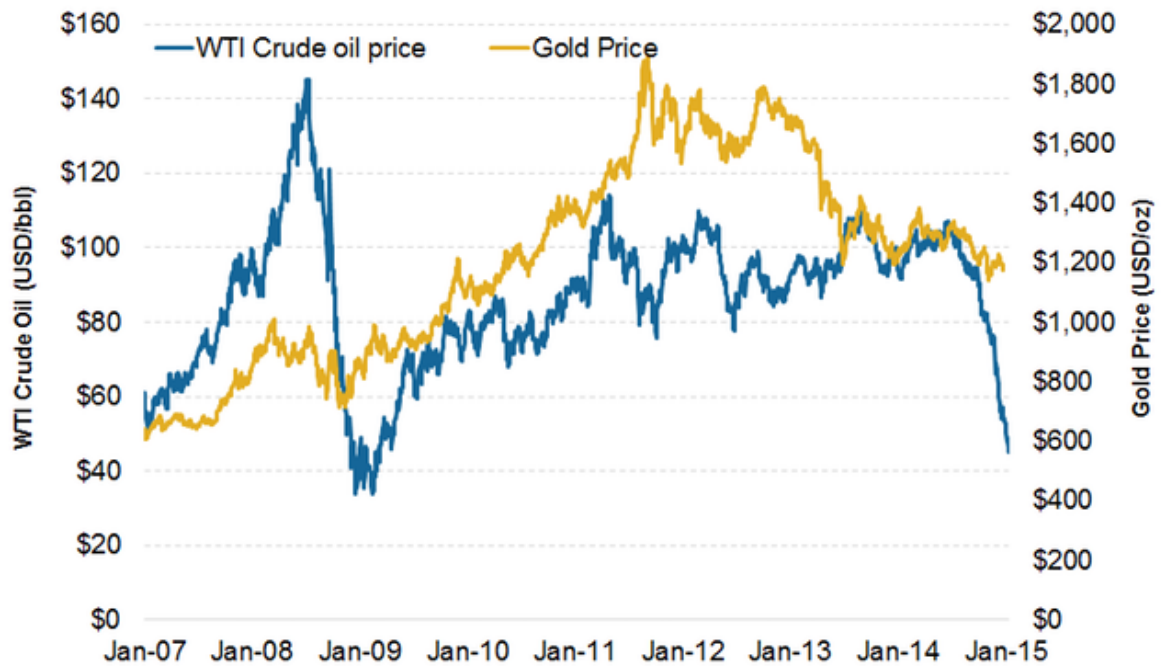
There is **one** section in Part III. Write an analysis of the graph labelled **WTI Crude Oil vs. Gold price** that answers the following questions (in any order):

1. When has the price of gold and the price of oil been identical or nearly identical?
2. Describe the movement in the price of oil as shown on this graph.
3. Describe the movement in the price of gold as shown on this graph.

Your analysis should be written in complete sentences and in paragraph form. The analysis should be between 6-10 sentences in length.



WTI Crude Oil vs. Gold price



Market Realist

Source: EIA, LBMA

WTI means West Texas Intermediate, a type of oil