

ENGLISH 208
Final Exam
Fall 2007-2008
Time: 2 hours

NAME:

Section:

GENERAL DIRECTIONS:

1. The memo for Part I and the letter for Part II should be on separate pages. Use the attached papers.
2. The following criteria will be considered while evaluating your bad-news memo and persuasive letter:
 - a. Content
 - b. Indirect organizational plan
 - c. Format
 - d. Style and tone
 - e. Language and Mechanics

Part I: Bad-News Memo (50%)

Directions: Write a **bad-news memo** using the **indirect approach** on one of the following situations. Invent any information you need. Make sure you use appropriate business style and tone and memo format.

1. You are the Human Resources manager at Construx, a major construction firm in Dubai. One of your company accountants, Mr. Sami Rashed, has approached you requesting permission to do some consulting work for another construction firm in Qatar. This work will require one day of absence every month and Mr. Rashed promised to make up for this missed day. Your company policy forbids outside employment and you don't want to set a precedent for such a case fearing that it may be abused. Write a **Bad-News memo** to Mr. Sami Rashed turning down the request and explaining your reasons for this rejection.
2. Every year Bank Audi accepts a sizeable number of students in the Business School for their summer internships. Getting accepted is considered a major plus for any business student. This year, however, the bank has conveyed to AUB that they will not be giving AUB students any internship. This is due to many reasons, one of which is that they are giving a chance to business students in other universities (LAU, Lebanese University, etc..). As Dean of the Business School, you must convey this news to all students who have applied for this internship. Write a **Bad-News memo** to these students.

Part II: Persuasive Letter (50%)

Directions: Write a **persuasive letter** using the **indirect approach** on **one** of the following situations. Include all the required parts of a letter (a letterhead, inside address, date, and so on). Invent any information you need. Make sure you use appropriate business style and tone and letter format.

1. The amount of electronic waste(e-waste) is increasing in Lebanon. The biggest culprits are large companies that haphazardly discard old computers, printers, and so on. The electronic components contain toxic waste and are contributing to both land and water pollution. Your company, *Wastenot*, collects and recycles this discarded electronic waste into usable computers that are donated to poor homes, schools, and students, thus serving an environmental and humanitarian purpose. Write a **Persuasive Request** to some of the large companies in Lebanon (ABC, BHV, banks, etc...) requesting they send all electronic waste to your company.

2. Downtown Beirut has been, in the past, a huge success story. As we know, the political climate has left Solidere empty and lifeless. As hopes for a solution pick up, a group of restaurant owners decide to write to the government requesting compensation for loss in revenues, employees and overall morale. You are the manager of Restaurant X-TRA and have been assigned the task of writing the letter on behalf of restaurant owners. Write a **Persuasive Claim** to Mr. Fadi Akl, in the Tourism Ministry.