



English 208
Final Exam
Fall 2000-2001



Name: _____

Section: _____

PART I: MULTIPLE CHOICE AND SHORT ANSWER QUESTIONS (50 points)

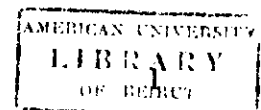
Directions: Answer the following questions by circling the letter next to the correct answer or by providing the proper short answer.

1. Which of the following would be the **most** effective closing paragraph in a bad-news message? (4 points)
 - A. "You can order the Larzdot-matrix from Computer Warehouse. Its number is 555-3391."
 - B. "I am sorry that you had trouble with your lawn mower."
 - C. "If you encounter further problems, please call me."
 - D. "I assume you realize why we must make this decision."
 - E. "Be sure to order again from our catalog soon."

2. A report that _____ is **not** classified as a periodic report. Circle **all** possible answers. (4 points)
 - A. persuades the faculty of Business to set up a business writer's lab.
 - B. regularly itemizes typical customer complaints at Monoprix
 - C. discusses your company's accomplishments in the construction of a new bank
 - D. outlines the procedures for handling a bomb threat at the airport
 - E. confirms adherence to sanitary standards at Liban Lait

3. When dealing with negative information which could weaken your argument in a business presentation, you should (4 points)
 - A. present the negative information as irrelevant to the issue under discussion
 - B. elaborate minor negative information and subordinate major negative information
 - C. avoid discussion of all negative points and highlight positive points
 - D. discuss major negative points and ignore minor ones

4. Which of the following is **not** an effective attention getting opener for a formal business presentation on how to increase customer brand allegiance for Café Najjar? (4 points)
 - A. "The Food and Drug Administration (FDA) noted that Café Najjar ranked third purest coffee in the world."
 - B. "How does a customer decide whether he is going to order a Café Najjar or a Café Adnan?"



- C. "Over 1000 Lebanese coffee drinkers are switching to decaffeinated coffee every month."
 - D. "What does this Najjar coffee bean have that makes it superior to every other coffee bean in Lebanon?"
 - E. "If the coffee we distributed were as good as the coffee we are drinking here today, you wouldn't have had to listen to my monotonous tone."
5. Which of the following is the best phrasing of the actual bad news? (5 points)
- A. "We are, therefore, sorry that we cannot accept your request to park on company premises after working hours."
 - B. "Your request for a prolonged parking permit has been rejected because you have no reason to be on company premises after working hours."
 - C. "We would be glad to extend your parking permit hours till 7 p.m. daily and 2 p.m. on weekends."
 - D. "We cannot extend your parking permit hours."

Explain your answer:

6. Explain why each of the following is an ineffective buffer. (6 points)
- A. We truly regret that we will not be able to give the talk you requested on co-sourcing in the new millennium.

 - B. Small businesses like ours cannot afford to hold demonstrations of our products.

 - C. It would be a great pleasure to replace the damaged air-conditioners you received.

7. In a bad news letter (indirect organization), one should (circle all possible answers) (4 points)
- A. anticipate future problems.
 - B. give reasons for his decision.
 - C. apologize for the inconvenience.
 - D. suggest an alternative.
 - E. sound confident.
 - F. refer several times to the bad news.

8. In a resume, work experience should be listed (4 points)
- A. in the order requested by the company.
 - B. from most recent to least recent job.
 - C. in any order according to writer's discretion.
 - D. chronologically starting with the first job.

9. Give two differences in content and style between a solicited and an unsolicited job application letter. (4 points)

Solicited	Unsolicited

10. Beef co, a Lebanese sausage and cold cut company, is expecting a sharp decline in stock value on the Beirut Stock Exchange because of the recent BSE scare (Mad Cow Disease). Top management finds it legally necessary to inform its stock holders of this predicted decline. The writer of this message would write a

_____ message in the form of a _____
 using the _____ plan because _____

(5 points)

11. You have read in the Daily Star of January 20, 2001 of an opening for an accountant in the company International Business.
- a. You would write a _____ (solicited/unsolicited) job application letter.
 - b. Write the opening paragraph of this letter. (6 points)

PART II: MEMO REPORT

Directions: Write a memo in response to one of the situations below. Create/invent any necessary information. (20 points)

1. Starbucks plans to open soon in a new mall in the Beirut Central District (BCD). You are the project manager and are writing your fourth and final progress report before the opening. Write your report in memo format addressing it to the General Manager of Starbucks.
2. As President of the Student Council, write a proposal in memo format to Peter Heath, the Provost, suggesting that the drop and add period be extended till one week before the final exams.

PART III: LETTER

Directions: Write a letter on one of the situations below. Invent any information you need. (30 points)

1. The Beirut Central District (BCD) is coming back to life again. Solidere is planning a revival of this area after a stagnation period. Imagine that you are the PR manager of Solidere and have been given the responsibility of promoting the area. Write a sales letter to businesses or embassies selling them the idea of renting office space in the newly restored buildings. Address your letter to a specific person.
2. Write a bad news message to an employee in your class company informing him that, because of the current economic crisis in Lebanon, your company is downsizing and will therefore no longer be requiring his services. Explain in detail why your company finds it impossible to retain all current staff.