

English 208  
Final Exam  
Fall 2001-2002



Name: \_\_\_\_\_

Section: \_\_\_\_\_

Instructor: \_\_\_\_\_

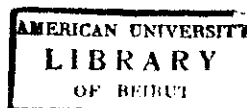
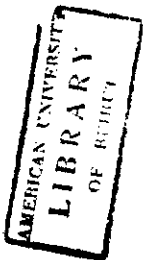
**PART I: MULTIPLE CHOICE AND SHORT ANSWER QUESTIONS (50 points)**

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

1. When conveying negative news, one should (5 points)
  - a. avoid the matter so as not to hurt the reader's feelings.
  - b. never imply the bad news.
  - c. refer several times to the bad news.
  - d. anticipate possible problems in the future.
  - e. not apologize for conveying the bad news.
  
2. Which situation would require a persuasive claim letter instead of a routine letter. (5 points)
  - a. The store charged you \$56.95 instead of the advertised price of \$46.95.
  - b. The monitor of your computer went out two days after you purchased it.
  - c. The quality of stationery you reordered for your company is not as good as the previous order.
  - d. One week after you purchased your computer, the company put the same model on sale for \$100 off the price you paid.
  - e. The flower arrangements you ordered for a banquet did not arrive on the requested date but one day after the event.
  
3. Explain why the following are ineffective buffers for a bad news letter. (4 points)
  - a. Thank you for your letter in which you request extension of the warranty period for your Sony stereo.  

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  - b. It is against the policy of our company to accept deferred payment.  

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4. You have been assigned the task of writing a sales letter for Provira, a safe drink that keeps students awake and provides energy for overnight studying.
- Name two techniques for attracting attention and give an example of each for this situation. (6 points)

| <u>Technique</u> | <u>Opening Statement</u> |
|------------------|--------------------------|
| _____            | _____                    |
| _____            | _____                    |

- Identify the different parts of the AIDA plan. (3 points)

A: \_\_\_\_\_

I: \_\_\_\_\_

D: \_\_\_\_\_

A: \_\_\_\_\_

- Now write the closing paragraph for the above situation (Provira drink): (5 points)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5. While reading the classified ads section in the *Daily Star*, you came across a job opening for an accountant in a firm you have been dreaming to work for. As requested, you send in your \_\_\_\_\_ along with a \_\_\_\_\_ letter, the purpose of which is to get you a/an \_\_\_\_\_ for the job. The company's manager knows how much you want the job but must reject your application. He writes you a \_\_\_\_\_ letter using the \_\_\_\_\_ plan because \_\_\_\_\_
- (9 points)

6. You have read in *Executive* of January 2002 of an opening for an accountant in the company International Business. You are interested in applying for the job. Write the opening paragraph of the letter you would send. (5 points)

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7. You are the manager of Café Najjar and are to give a presentation on a new line of flavored decaffeinated coffee to meet the needs of the health conscious Lebanese market. Prepare two **different openings** for this presentation. (4 points)

a. \_\_\_\_\_

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b. \_\_\_\_\_

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8. Identify one advantage and one disadvantage of an oral business presentation. (4 points)

Advantage: \_\_\_\_\_

Disadvantage: \_\_\_\_\_

**PART II: MEMO (25 points)**

**Directions:** Write a memo in response to the situation below. Create/invent any necessary information.

Assume the role of an employee in the Ministry of Tourism. You believe in the need to introduce several new functions (as, for example, a gala dinner, concerts, prizes, and so on) and several services to encourage tourists to visit Lebanon and profit from the Shopping Festival. Write a **proposal** in memo format to Dr. Karam Karam, minister of tourism, in which you make suggestions on improving the festival's over all success.

**PART III: LETTER (25 points)**

**Directions:** Write a letter on one of the situations below. Invent any information you need. Use full letter format and address your letter to a specific person.

1. Five years after graduation, you have become a successful businessperson. The Business School of AUB invites you to give a presentation on current business methods and affairs. You are fond of your Alma Mater but must decline the invitation due to pressing business matters (you invent the reasons). Write a bad news letter to the Dean of the Business School in which you decline this invitation.
2. After the September 11 crisis in the US, the airline industry has revealed a dramatic decline in the number of tickets sold daily. You are the marketing manager of ZOT Airlines and you want to promote this airline to the Lebanese **business community**. Write a sales letter to achieve this purpose.