



**ENGLISH 208
FINAL EXAM
FALL 2002 – 2003**

NAME: _____ INSTRUCTOR: _____

PART I: SHORT ANSWER QUESTIONS (45 points)

DIRECTIONS: Answer the following questions by providing the correct short answer. Limit yourself to the provided space.

1. You are the sales manager at Royal Beirut International. To promote sales of a new three-day cruise from Beirut to Cyprus, you are preparing a presentation for 200 travel agents. You believe this new cruise will appeal to people who have never been on a cruise as well as to busy people who can only get away for a few days. You are scheduled to speak for five minutes. (9 points)

a. How will you capture your audience's attention at the beginning of your presentation? Write **two different** openings for this presentation.

i. _____

ii. _____

b. What **two** advantages would this presentation have over a written report?

i. _____

ii. _____

2. The following statements from a job-application letter are not as effective as they could be because they **tell** rather than **show**. Rewrite them. (6 points)

a. I'm very accurate in my work.

b. I have worked as a trainee at HSBC.

c. I have taken a course in business communication.

3. Indicate whether the following are effective or ineffective buffers for a bad news message by checking the correct blank and explain why they are so. (9 points)

- a. Two-thirds of AUB graduates report that they are able to find work in the first year after graduation.
- b. We regret that we are unable to grant this request.
- c. Your graduation from AUB is a wonderful opportunity for you to be accepted in our company.

	EFFECTIVE / INEFFECTIVE	REASON(S)
a.	EFFECTIVE _____ INEFFECTIVE _____	
b.	EFFECTIVE _____ INEFFECTIVE _____	
c.	EFFECTIVE _____ INEFFECTIVE _____	

4. The *Financial Times* is the leading newspaper in Britain today. You would like to work as a journalist for the FT. (7 points)

- a. Write an unsolicited opening for the job application letter you would send to the *Financial Times*.

- b. Now assume that you have read about an opening in this prestigious newspaper. Write a solicited job application letter opener.

5. You have been assigned the task of writing a sales letter for a unique Lebanese restaurant in downtown Beirut. (10 points)
- a. Name two techniques for attracting attention and provide an example of each.

TECHNIQUE	EXAMPLE

- b. Write the closing paragraph for this situation.

6. Why are the following statements ineffective closures for a bad news message? Explain. (4 points)

a. If you have any further problems, please contact us.

b. Again, we sincerely apologize for this mistake.

PART II: REPORT IN MEMO FORMAT (25 points)

Directions: Write a report in memo format on **one** of the situations below. Invent any information you need.

1. You are an employee at Dar Al Handasah. You spend most of your day behind your desk and come home exhausted from a long day's work. While discussing the health problems resulting from a sedentary life style and little time for exercise with your colleagues, you mention that it would have been very convenient had there been a gym in the office building's basement currently used for storage of supplies. You decide to write a proposal to your boss proposing the transformation of the basement into a gym. Even though this is a costly project, you are sure that the cost would be offset by improved productivity. Write the **proposal** suggesting this idea to your boss.
2. Imagine you are the chief project engineer of Sasaki Associates. Your company, in association with Machado and Silvetti Associates, has been contracted to build the Hostler Center, the new student sports' facility at AUB. Write your **second progress** report to your supervisor, the Head Project Manager at Sasaki Associates, informing him of your achievements so far.

PART III: LETTER (30 points)

Directions: Write a letter on one of the situations below. Invent any necessary information.

1. Universal Stores, a big clothing store, is preparing for its annual winter sales, so it contacts All Ads, an advertising agency, to prepare its advertising campaign. All Ads prepares the sales posters for the billboards and sends them for print. It then discovers that a mistake was made in the date of the sale and therefore the campaign has to be delayed four days. As the general manager of All Ads, write a bad-news letter informing Universal Stores of this delay and explaining the situation.
2. You are the marketing manager of Healthy Meal, a food center specialized in healthy and organic food. You have prepared a new package that includes dietary consultation and two meals per day. You still have to collaborate with a physical fitness center in order to enrich your package with an exercise program. Write a letter to New Gym informing them of your project and persuading them to work with you on this new project.

✓ **DO NOT BEGIN THE LETTER ON THE SAME PAGE YOU END YOUR MEMO.**

✓ **USE THE BACK OF YOUR EXAM FOR SCRATCH.**