



English 208  
Final Exam  
Spring 2000-2001  
FORM B



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

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

**Part I: MULTIPLE CHOICE AND SHORT ANSWER QUESTIONS (45 points)**

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

1. 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.
  
2. Which of the following is the best phrasing of the actual bad news? (6 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:

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3. 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.



4. You are to write a message to all employees informing them that the annual company party, which employees await, has been cancelled due to the economic recession. You would write a \_\_\_\_\_ message in \_\_\_\_\_ format using the \_\_\_\_\_ plan because \_\_\_\_\_

(6 points)

5. The job-seeking campaign includes a **planning phase**. First, you should begin with a \_\_\_\_\_. Then you should \_\_\_\_\_ (4 points)

6. Explain **why** each of the following is an ineffective buffer. (4 points)

A. You must realize how inconvenient it would be to supply you with a free sample of our product.

B. We thank you for your letter requesting the installation of 11 air-conditioners in your main branches.

7. You are to write a letter to an employee terminating his services at your company. List three different types of buffers that may be used and give an example of each. (6 points)

BUFFER TYPE	BUFFER STATEMENT
a. _____	_____
b. _____	_____
c. _____	_____

8. 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? (5 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."

9. You have read in the *Daily Star* of May 20, 2001 of an opening for a public relations officer 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)

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## **PART II: MEMO**

**Directions:** Write a memo in response to one of the situations below. Create/invent any necessary information. (25 points)

1. You are Frankfurt Engineers Inc.'s project manager. Your company has been contracted for the construction of McDonalds on the site of the old Steak Escape grounds. Write your second progress report in memo format to Mr. Jack Walco, Vice President of Frankfurt Engineers, summarizing advances in your project.
2. You are a consultant in the Ministry of Tourism in Lebanon. This year, you felt that Lebanon's credibility was greatly questioned during the "Fab Feb" shopping festival. For example, tourists did not benefit from the fifty percent discounts in all hotels. Write a recommendation report in memo format to the Ministry of Tourism in which you recommend what you think are necessary changes such as tax reductions in hotels and restaurants, entry charges, visa procedures, sales discounts in shops, etc., for future shopping festivals.

## **PART III: LETTER**

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

1. Several junior/senior students have written to Bank Audi in Beirut requesting a paid summer training internship at the bank, a requirement at the Business School. Bank Audi, however, has no provisions for temporary summer employees and its current training program is already filled up with students of other universities. You are the vice president for operations at Audi Bank and must convey this news to the students. Write a bad news letter addressed to a specific student.
2. Store.com is a new internet site that sells books, CDs, and videos. Reading has declined recently, CD shops are everywhere, and cable TV has replaced video sales. You are the marketing manager at Store.com and you want to promote this new internet site. Write a sales letter to achieve this purpose.