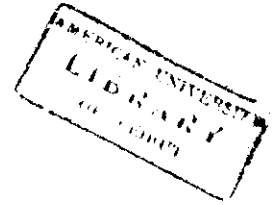


ENGLISH 208
FINAL EXAM
Spring 2001-2002



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. As public relations manager of a large company, you organize a yearly outing (at company expense) for employees which includes a weekend trip outside the city. Employees enjoy this event and look forward to it every year. This year, however, the outing is to be cancelled due to financial reasons.

A. Write two different buffers for this message. (4 pts.)

i. _____

ii. _____

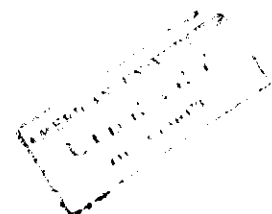
B. Why would you avoid using the following statements in your closure? (8 pts.)

i. I am so sorry that we will not be having this yearly event.

ii. I hope we will not have the same problems next year.

iii. If you have any questions about the matter, please let me know.

iv. I believe that you now understand why we made this decision.



C. Write a closing paragraph for the above situation. (2 pts.)

D. Which organization plan would your message follow?

Why? (3 pts.)

2. Which of the following statements is false? (4 pts.)
- a. To some degree, every business document involves persuasion.
 - b. Describing the features of the product only or listing its advantages is the most effective method to promote a product.
 - c. If you must address major obstacles in a persuasive request, you should subordinate them.
 - d. An attention-getter is more important in an unsolicited sales letter than in a solicited sales letter.
3. Revise each of the sentences from job application letters to improve **you-attitude** and **reader benefit**. (4 pts.)
- i. Included in my resume are the courses in Finance which earned me a fairly attractive grade average.

- ii. I am looking for a position which gives me the chance to advance quickly.



4. International Business (IB) is a known and respected company which you would like to work for as an accountant. (12 pts.)
- A. Write an unsolicited opening for a job application letter that you would send to IB.

- B. Now assume that you read about an opening in this company in the *Daily Star* of June 10, 2002. Write a solicited job application opening.

- C. Write the concluding paragraph for the situation above.

5. Which of the following is considered a persuasive message? (4 pts.)
- a. Asking the company to replace a defective product within the warranty period.
 - b. Asking for a correction on a price that was incorrectly charged.
 - c. Asking a supervisor to approve a challenging project you proposed.
 - d. Asking for adjustment when quality is not comparable to previous orders.



6. You are the sales manager of Solidere and are to give a presentation to prospective foreign investors on the latest developments in the city center (BCD) benefitting the business sector.

A. Write two different types of openings for this presentation. (4 pts.)

i. _____

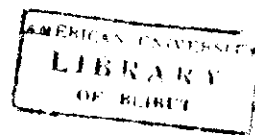
ii. _____

B. An advantage of this presentation over a written report would be _____; a disadvantage for the long-run would be that _____. (4 pts.)

PART II. MEMO REPORT

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

1. You are the Human Resources Manager at Cedar Textiles. Your company is located in Bekaa and most of your employees are females who find difficulties in providing care for their infants. Write a **proposal** to Mr. Raji Azzi, the general manager, recommending the opening of a day care center for the working mothers in your company in order to cut down on absences and increase efficiency.
2. You are the chief project engineer of EMCO in Lebanon. Your company has been contracted for the reconstruction of West Hall building at AUB. Write your third **progress report** in memo format to your supervisor, the Project Manager at EMCO, informing him of advances in your project.



PART III: LETTER

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

1. You are the sales manager at the Lebanese branch of the American publishing house, Houghton Mifflin, in Beirut. The American University of Beirut has ordered your new book for Business communication. The shipment has been held in the Lebanese customs for tax problems, and this is going to take at least one month to clear. Classes have already started and AUB is upset with the delay. Write a bad news letter to the Dean of the Business School informing him of this delay and explaining the situation.
2. You are the sales manager of Business News, a local Lebanese Business magazine. As many business magazines are being produced in Lebanon, you feel the need to initiate an advertising campaign. Write a sales letter to a specific target market in which you promote your magazine as having an excellent coverage of both local and international business issues and concerns.

