NAME: _____ INSTRUCTOR: _____

PART I: SHORT ANSWER QUESTIONS (40 points)

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

1. Companies organizing special events are booming in the Lebanese market. *All Events*, a company specialized in organizing all types of events (weddings, dinners, birthday parties, conferences, and exhibitions) has entered the market recently amid the vast array of competition. As the marketing manager of *AllEvents*, you write a sales letter promoting your company and services. Specify two target markets, identify two different kinds of openers, and give an example of each opener appropriate to that particular audience and situation. (12 points)

TARGET AUDIENCE	KIND OF OPENER	EXAMPLE

2. The *Herald Tribune* is one of the leading newspapers in Beirut today. You would like to work as a journalist for the *HT*. (12 points)

    a. Write an unsolicited opening for the job application letter you would send to the *Herald Tribune.*

    _____

    _____

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

    _____

    _____

    c. Write two sentences from the body paragraph describing your qualifications (show – don't tell).

    _____

3. You are a member of the Metropolitan Hotel's marketing team in Beirut, Lebanon. Your hotel is in the process of constructing a large mall across the street from the hotel. You are planning a major campaign to sell space to various businesses in Lebanon and the area. Among your marketing strategies is a presentation to businesspersons. Identify two different types of openers for your presentation and give an example of each. (10 points)

KIND OF OPENER	EXAMPLE

4. Explain why each of the following closures to a bad news letter rejecting a customer's request for extension of credit is inappropriate. (6 points)

a. Remember, a penny saved is a penny gained.

_____

b. We apologize for our rejection of your request for credit.

_____

c. I think you understand now why we are unable to extend you any credit.

_____

PART II: REPORT IN MEMO FORMAT (30 points)

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

1. You are the public relations manager of *Promo Publications*, a publisher of magazines and books. You have come up with an idea about a new business magazine for Lebanese business students. This magazine will inform students of local and international business issues, and will serve as a learning /educational tool. Develop this idea and write a **project proposal** to the editor of *Promo Publications*, Mr. Samir Sfeir, persuading him to adopt your proposal.

2. You are the director of personnel at AUB. As the university has many working parents who cannot easily provide care for their children while they are working, you think that a day care center should be introduced at AUB. You believe that this will help decrease absenteeism and increase productivity. Write a **project proposal** to the president of AUB proposing the establishment of the day care center.

PART III: LETTER (30 points)

Directions: Write a letter on one of the situations below. Invent any necessary information and address your letter to a specific person.

1. The Middle East Medical Association (MEMA) has scheduled its annual conference for May 4. When the Iraqi war broke out, the conference was cancelled. This is a regional medical event anxiously anticipated by medical professionals in the region. As the chief coordinator of this important annual event, you have to write a bad news letter informing the respective participants of the cancellation of this event.

2. Your customer has invested his savings in Merrill Lynch stocks. The stock market has suffered from a decline in the value of stocks and as a result your customer has suffered considerable financial losses. As the manager of the Beirut branch of Merrill Lynch, you have to inform your customer of this situation. Write the bad news letter in which you convey the news.

> ✓ **DO NOT BEGIN THE LETTER ON THE SAME PAGE YOU END YOUR MEMO.**
> ✓ **USE THE BACK OF YOUR EXAM FOR SCRATCH.**