



**English 208
Final Examination
Summer Session 2002-2003**

Time allowed: 2 ½ hours

Name: _____

Section: _____

PART I: OBJECTIVE PART (30 points)

1. Which of the following is *not* considered a persuasive message? (circle one) (3pts.)
 - a. convincing a potential customer to buy a product from your company
 - b. sending a fourth collection letter to a customer
 - c. writing another claim letter when the first one was denied
 - d. asking a company to replace a defective product within the warranty period
 - e. asking a supervisor to approve a risky project you proposed

2. A message is more persuasive if you (3 pts.)
 - a. use high-pressure sales tactics on your reader.
 - b. promote a product's features by satisfying the reader's needs.
 - c. discuss only the physical attributes of the product you're promoting.
 - d. exaggerate the product's capabilities.
 - e. cluster your diverse audience into a single category.

3. You have been assigned the task of writing a sales letter for a unique Lebanese pub/restaurant in downtown Beirut. (10pts)

- a. Give two techniques for attracting attention and give an example of each.

Technique 1

Opening Statement

Technique 2

Opening Statement

- b. Write the closing paragraph for this situation (not more than 2 sentences)



4. You are to write a letter to the employees in the Pepsi Cola Company informing them about the delay of adjustments of salaries. Write a buffer that may be used and give an example. (4pts)

Buffer Type

Buffer Statement (i.e. an example)

5. The purpose of the opening of a business presentation is to capture the interest of and establish rapport with your audience. You are giving a presentation on your English 208 Business report this semester at AUB. Write the first two sentences of the opening of your presentation. (4pts)

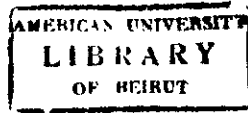
6. Your cousin informed you that there was a _____ vacancy in the Credit Department of the Bank of Beirut and the Arab Countries (BBAC), Hamra Branch and that you should submit a _____ with a _____ to the Director of Human Resources by October 1, 2003. After a couple of weeks, you were asked to show up for an _____ with the director of Human Resources. Unfortunately, after several days, you received a _____ letter saying that your application was rejected. The message used the _____ organizational plan. (6 pts)



PART II: MEMO REPORT

Directions: Write a **memo** in response to **one** of the situations below. Create/invent any necessary information. (40 points)

1. You are the chief project engineer of ETO in Lebanon. Your company has been contracted for the new on-campus engineering complex, to be named the Ray R. Irani Engineering Complex in honor of Dr. Irani. The new facility "will support the expansion of the Faculty of Engineering and Architecture by accommodating the specialized needs of classroom, research labs, and faculty offices in a more efficient and high tech setting." Write your **first progress report in memo format** addressing it to the Board of Trustees at AUB.
2. 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 overall success.



PART III: LETTER

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

1. You are the race director of the Beirut Marathon Association. Since Beirut will launch its first international Marathon on Sunday, October 9, 2003, you feel the need to initiate an advertising campaign. Write a **persuasive letter** to a specific person, in which you promote the marathon as one of the most popular ways of improving your health and fitness.
2. Universal Stores, a big clothing store, is preparing for its annual winter season 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 whole thing has to be delayed for two days. As the general manager of All Ads, write a **bad-news letter** informing Universal Stores of this delay and explaining the whole situation.