



ENGLISH 208
FINAL EXAM
SUMMER 2003-2004

Name: _____ Instructor: _____

PART I: SHORT ANSWER QUESTIONS (20 points)

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

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. (4 points)
 - A. Write **two** different buffers for this message.
 - i. _____
 - ii. _____
 - B. Why would you avoid using the following statements in your closure? (4 points)
 - i. I am 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.
2. Companies organizing special events are booming in the Lebanese market. *All Events*, a company specialized in organizing all types of events (weddings, dinners, birthdays parties, conferences, and exhibitions) has entered the market recently amid the vast array of competition. As the marketing manager of *All Events*, 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. ((6 points)

	TARGET AUDIENCE	KIND OF OPENER	EXAMPLE
1.			
2.			

3. 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) benefiting the business sector.

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

i. _____

ii. _____

B. An advantage of this presentation over a written report would be _____; a disadvantage for the long run would be that _____ (2 points)

PART II: REPORT IN MEMO FORMAT (40 points)

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

1. Imagine you are the chief project engineer of Asaki Associates. Your company, in association with Machado and Sioletti 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 Asaki Associates, informing him of your achievements so far
2. As the AUB is increasingly relying on on-line registration, on-line evaluation of teaching effectiveness, etc., the number of computer labs on campus and their opening hours have become a problem (i.e., the labs are not enough, and they do not open beyond a certain hour or on certain days.) Take the initiative and write a **proposal** to solve this problem on campus, addressing it to the Provost of this University (Dr. Peter Heath). Convince your addressee that the problem is warranted and urgent; that is, justify how students and probably the faculty and administration would benefit from your proposed improvements.

PART III: LETTER (40 points)

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

1. As president of "Universities Association", you hold a graduating party for all seniors in the various universities in Beirut. This is the university event of the year and students anxiously await this prestigious affair, which is held in one of the luxury hotels in the capital. This year, however, due to financial and regional considerations, the event has been cancelled. Write a **bad news letter** to students informing them of this decision. Address your letter to a specific student.
2. 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.