



American University of Beirut
English 208
Final exam
Summer 2004- 2005



Time allowed: 2½ hours

Name: _____ Instructor: _____

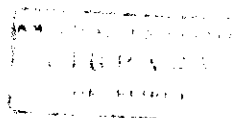
Part I: True/ False, Multiple Choice and Short Answer Questions (25 points)

A. True/ False Questions (T/F): (8 points)

1. To write an effective persuasive message, you must have a clear, specific goal in mind. _____
2. You should use the direct approach to persuade the customer service department employees to improve their performance. _____
3. The indirect organization plan for a bad-news message emphasizes the reasons rather than the bad news itself. _____
4. A buffer is used to heighten the impact of negative news. _____

B. Multiple Choice Questions: (12 points)

1. To increase the effectiveness of your persuasiveness message,
 - a. state bluntly the negative consequences of not doing as you ask.
 - b. show how you will benefit from the reader's compliance.
 - c. emphasize the reader rather than the product you're promoting.
 - d. avoid discussing indirect benefits of reader's participation.
 - e. provide ambiguous information so the reader will be curious.
2. Which of the following is not an effective attention-getter for a persuasive message?
 - a. using a polite request
 - b. asking a rhetorical question
 - c. stating an unusual fact
 - d. making a statement that you and the reader will agree on
 - e. writing an unexpected statement
3. The purpose of a buffer is to
 - a. imply the negative news instead of stating it explicitly.
 - b. manipulate or confuse the reader to the writer's advantage.
 - c. justify your decision for the bad news.



- d. help the reader accept the negative news.
 - e. do all of these
4. Which of the following is the most effective buffer?
- a. your store anniversary would be a great opportunity for our firm to promote its products.
 - b. your interest in our products is appreciated.
 - c. it is with deep regret that I must decline your offer to speak at this year's banquet.
 - d. surely you must realize that providing "free" products to fund-raisers is costly to a business.
 - e. we have received your letter dated January 23.

C. Short Answer Question

Directions: Answer the following questions by providing the proper short answer. (5 points)

The minister of finance has come to the AUB business school to give a lecture on "Lebanon's Financial Situation."

- a. Identify the kind of opening used below: (1 point)
How much do you think this paper (holds up A4 paper) costs AUB every year?

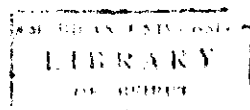
- b. Now write two different openings **other than** the type above. (4 points)

Kind	Example

Part II: Persuasive Letter: (35 points)

Directions: Write a persuasive letter in response to **one** of the situations below. Points will be deducted for errors in style, tone, and format. Invent any information you need.

- 1. You are the assistant manager at ALICO insurance company. For your annual vacation, you decide to spend five days at Fortina Spa Resort in South England. The hotel spa offers a full range of indulgences, such as hydrotherapy baths, spa salt



scrub, a massage, a fully-equipped gym, and so on. The whole package, including the ticket and four nights with meals, costs \$600. After the vacation, you realized, however, that the deal was unsatisfactory. For example, the spa resort did not include most of the facilities advertised on the brochure, two tours were canceled, the meals were served cold, and so on. Therefore, you decide to write a **persuasive claim letter** to the sales manager of Fortina Spa Resort requesting a partial refund on the package deal.

2. A month ago, you were driving down a steep hill in Provo, Utah. Although you are a careful driver, your car skidded on the icy road and hit the curb really hard, which bent the car axle. Although your insurance company paid the \$2,500 (minus a \$500 deductible) to repair your car, the company took away your good driver discount of \$100 per year and is charging you a higher premium on your insurance for the next five years. You called the local claims office to see about having one or both penalties waived but to no avail. You have used this insurance company for the last 15 years and have never had any accidents on your record until now. You believe that the insurance company should consider your excellent driving record when assessing the penalties for the claim. Write a **persuasive claim letter** to the district office to request that it either reinstate your good driver discount or take away the additional increase in your premium. Avoid emotional language, use specific facts about the incident, and so on, to be convincing.

Part III: Bad News Memo (40 points)

Directions: Write a **bad news memo** in response to **one** of the situations below **using the indirect organizational plan**. Points will be deducted for errors in style, tone, and format.

1. As the Vice President of Student Affairs at your university, prepare an announcement that next year's parking fees will increase from \$50 to \$100. Include appropriate details, justification, and alternatives for students.
2. *Best Deals* is a huge contracting company in Dubai. It plans to throw a party in honor of ten retiring employees. Everybody is looking forward to this major event that usually gathers employees from all the different branches of the company. The personnel manager has chosen you to act as the general coordinator for this party and you are supposed to arrange all the details regarding this event. You suddenly receive news from home that you are needed urgently for some family reason. Write a **bad-news memo** to the personnel manager at *Best Deals* announcing your inability to go on with this mission.

