Avdeling for allmenne fag

EKSAMEN

I

091 Engelsk

11. 05. 2004

Tid/Time:	3timer/3hours
Målform/Language:	Bokmål/English
Sidetal/Pages:	2 + framside/2 + cover page
Hjelpemiddel/Study aids:	English-English Dictionary: Ellers ingen; Otherwise none.
Merknader/Please note:	Answer Part 1and 2
Vedlegg/Appendix:	NONE

Eksamensresultata blir offentliggjort på følgende internettadresse:
http://www-bo.hit.no/af/__ Klikk student

Part 1 Write a business letter

Read the letter below and write an appropriate response on behalf of the Sales Manager at Long-range Sporting Goods

Exclusive Golf
4567 Norsjø
Norway

Long-range Sporting Goods
Sales Department, Alice Waters
Elizabeth, New Jersey, USA

May 2, 2004

Ref: Order #4959696gb

Dear Ms. Waters,

We are pleased with postive negotiations in Norway last December; we hope you had a good trip home and ready to continue our collaboration. We particularly appreciate your offers to us regarding distribution of your golf equipment. Our plans are moving forward according to the contract we have agreed upon.

We have now received the preliminary selection of equipment for testing and analysis. Unfortunately there are several issues we need to bring to your attention before pursuing our preparations, transferring the payment to your account and considering further orders.

1) Our intention with the first consignment was to review your broad range of clubs and balls and bags, so as to more accurately select the marketable items for our customers. However, we have not received the BJ-6 through BJ10 model putters.
2) We have received the TA3 iron but not the TA4 iron.
3) We would like packages of 3, 6, and 12 of both the HP2 Tour and the HP2 Distance golf balls. We received only the HP2 Tour sample.
4) Additionally, we would like to test out your 845s oversized iron.
5) Further, the invoice reflects the price 2004 price schedule, while you quoted us the 2003 prices and your letter confirms these prices which are 5% lower.
6) Finally, you indicated during your visit that the delivery schedule might be delayed for 1 month. However, it has actually taken 4 months to receive our order. This delay has left our advertising plans behind schedule.

We hope for a speedy reply to our original request for samples of the full line of equipment. Further, we expect an acceptable suggestion for adjusting the invoice.

In closing we wish to reconfirm our satisfaction with the quality of the golf equipment we have received so far and we are looking forward to a long term business relationship with Long-range Sporting Goods and to promoting golf in Norway!

Sincerely yours,

K.J. Aunlie, Exclusive Golf Sales Manager

Part 2

On the basis of Richard Blundel's *Effective Business Communication* discuss either A or B. (Write approximately 300 words).

A. Define and describe the main parts of a business letter. Discuss the advantages and disadvantages of the letter as a channel of communication, compared to e-mail, fax or telephone communication.

OR

B. Identify factors influencing organizational structure of a company which establish delegation of responsibilities. Discuss several barriers to communication within an organization. Suggest ways of changing the structure of the organization in order to improve communication.