Avdeling for allmenne fag

EKSAMEN

I

091 Engelsk

12.05.2005

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 nettet, via Arena høgskole. Passordet til Arena har alle studenter fått i eget brev ved semesterstart. I tillegg finn du eksamensresultatslister på utsiden av eksamenskontoret, men da trenger du kandidatnummeret ditt, så du bør notere dette på en lapp og legge den i lommeboka.

Part 1 Write a business letter
Read the letter below and write an appropriate response on behalf of the Sales Manager at Andersen AS.

VAN COLENAND
Solvijnsstraat 311 – B 2930 Wilrijk – Belgium
Tel.: (0032) 3/288.89.90 – Fax.: (0032) 3/288.89.91

Sales Manager
Andersen AS
Bergveien 32
3800 Bo

Your letter of	Your reference	Our reference	Date
1 January 05	C-1	A1	12 May 05

Dear Ms Smith

We have received your letter dated 1 January 2005 concerning our shipment of December 15 1, 2004.

First of all we would like to apologise for failing to meet your requirements. We have investigated the case and we have to admit that this problem is due to a communication mistake. Therefore, please accept our regrets.

Of course we will take full responsibility for this matter. May we suggest the following solutions. The problem of the jammed gears for five R50-15 three-wheel forklifts can easily be solved. We will send you all parts needed for replacement. For the three R60-20 compact trucks our engineering department will contact your technician to correct this problem. Finally, we suggest that you return the R07 Electric tow tractor if it does not meet your expectations.

Further we will take full responsibility for the costs, if any, made for the repairs, replacements and the possible reshipment of the R07 Electric tow tractor. We hope this will compensate for the inconvenience.

We hereby inform you that because of major expansions in Northern Europe we have recruited an account manager to oversee this market. She has also been following our correspondence with your company. Therefore we are pleased to announce that future communication will be made with her. She will contact you by the end of the week. Of course you may still contact me should you have specific questions.

In spite of the above inconvenience we still hope for a long-lasting business relationship.

Yours faithfully,

Catherine Claes, Marketing

Part 2

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

A. Discuss aspects of communication channels that often form a part of the promotional mix: choose TWO of the following THREE: adverts, press releases or exhibition stands. Mention several objectives, target, context, language, style, cost, etc. Mention advantages and disadvantages of the two.

OR

B. Discuss the advantages and disadvantages of the printed letter and of e-mail as channels of communication. Point out several practical issues, appropriate and inappropriate formats and uses.