



School of Health Sciences

WRITTEN EXAMINATION

Course: **English: Business English**

Sub-course: **Supervised written exam**

Course code: **EN256G**

Credits for written examination: **3.0**

Date: **December 12, 2024**

Examination time: **8:15-12:30**

Examination responsible: **Stefan Sönnnerhed**

Teachers concerned

Aid at the exam/appendices: **None**

Other

- | | |
|--------------|---|
| Instructions | <input type="checkbox"/> Take a new sheet of paper for each teacher. |
| | <input type="checkbox"/> Take a new sheet of paper when starting a new question. |
| | <input checked="" type="checkbox"/> Write only on one side of the paper. |
| | <input checked="" type="checkbox"/> Write your name and personal ID No. on all pages you hand in. |
| | <input checked="" type="checkbox"/> Use page numbering. |
| | <input checked="" type="checkbox"/> Don't use a red pen. |
| | <input type="checkbox"/> Mark answered questions with a cross on the cover sheet. |

Examination results should be made public within 18 working days

Good luck!

Total number of pages **3**

EN256G – EXAM in Business English

Name: _____ ID no: _____

This exam consists of three parts: *Informal to formal English, Business letter, Business proposal.*

The first two parts are graded Pass/Fail while the Business proposal is graded A-F. Provided that the first two parts are awarded with a passing grade, the Business proposal grade will determine the exam grade.

You can write your answers in the first part either in the exam paper or on a separate sheet. The other two parts are written on separate sheets.

Stefan

Part I: Informal to formal English

Replace the (somewhat) informal words and phrases here with more formal alternatives. Note that you need to keep the same grammatical form (verb tense, singular vs. plural...) as in the informal phrase. You only need to rephrase the underlined words. (10 points)

You need 5 points out of 10 here for a passing grade.

1. Let's talk about this. _____
2. Let's put it off until tomorrow? _____
3. You can get the information via the internet. _____
4. The client did not like the details of the proposal. _____
5. He sent it on to his colleague in accounting. _____
6. Could you give me additional information...? _____
7. The company was started in Falun. _____
8. The CEO asked for an emergency briefing. _____
9. They are against our idea. _____
10. Would you give me a price on this order? _____

Part II: Business Letter

Complete this business letter by adding a letterhead including names and addresses as well as the date and salutation. Use your real name for the sender and December 11 for the date. You can make up the name and address of the recipient of the letter.

Write on a separate sheet and use the numbers here below to indicate the different parts. Obviously, there's no fixed content for the paragraphs here, but your text needs to be reasonably closely related to the paragraph below. There can't be more than a few language errors. The letterhead as well as other formal parts needs to be correct. Note also that the paragraph included here below comes after the opening paragraph (3) and before the concluding paragraph (4). The total length of your opening and concluding paragraphs should be at least 75-100 words. In total, you need a minimum of 100-125 words for this part.

1. Letterhead with addresses and date
2. Salutation
3. Opening paragraph
4. Concluding paragraph
5. Complimentary close

(The second paragraph of the letter. You don't need to copy that—but you can if you want.)

...

As I wrote here above, we are looking for another company to partnership with. Your company seems to be a very good alternative for us, and I believe this collaboration would be beneficial for you as well. Your rapid growth and new ideas will, most likely, make us good partners since we have the experience and the market share that you as a new company will benefit from.

As I believe you know, we specialize in producing hand-painted wooden horses in different colors and sizes. We sell online as well as in our local shops. In recent years there has been a remarkable upsurge in sales worldwide. That is why your new and innovative ideas about other wooden products such as furniture and kitchenware will be beneficial to us both.

We also hope you will have the opportunity to visit us here in The Valleys.

...

Part III: Business Proposal

Write a business proposal based on the facts here below. Use your real name (but a made-up title) and the date February 3. Make up all other details in this proposal.

You write 250-400 words, on a separate sheet, and you'll be graded for both business-proposal format and style as well as language correctness. Note that language correctness also includes punctuation, capital/lowercase letters, and structure. Please state the number of words written. Feel free to make up details, but stay within the suggested changes listed here below.

You're the head of the finance department at *Just Around The Corner*. Your company has its headquarters in Paris, France, and you sell package tours by train all over continental Europe. You have had great success for many years, but recently and especially after the pandemic, fewer people have bought your services.

This needs to change, and you decide to contact the CEO and chairwoman of the board of *Just Around The Corner*, Ms. Belinda Eilish, with a business proposal in which you suggest a change in order for the company to retake its market position and thus improve the overall financial situation. You choose two or three of the following tour changes (but not more than three) and write your business proposal.

1. Primarily focusing on trips in first class with good restaurants and at least one bar.
2. Combining the transportation with five-star hotels within walking distance from the main train station of the city.
3. Offering entertainment during the trips in the form of music, movies, and board games.
4. Adding walking tours with a guide in the cities visited during the trip.
5. Moving the company's headquarters to London, UK, to minimize language issues and to have access to British Rail.

Include the following in your proposal:

HEADING: to, from, date, RE

BACKGROUND:

OBJECTIVE:

RECOMMENDATIONS:

EVALUATION/ASSESSMENT:

SUMMARY/CONCLUSION:

CLOSING:

SIGNATURE + YOUR NAME TYPED:

Good luck 😊

Stefan