



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: **March 25, 2024**

Examination time: **14:15-18:30**

Examination responsible: **Stefan Sönnnerhed**

Teachers concerned

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

Other

- Instructions
- ☐ Take a new sheet of paper for each teacher.
 - ☐ Take a new sheet of paper when starting a new question.
 - ☒ Write only on one side of the paper.
 - ☒ Write your name and personal ID No. on all pages you hand in.
 - ☒ Use page numbering.
 - ☒ Don't use a red pen.
 - ☐ 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

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. Once we get the payment from you. _____
3. When did this happen? _____
4. We're sorry that we can't... _____
5. How can I help you? _____
6. The flight left at 6:16 pm. _____
7. The company was started in Bangkok. _____
8. The product was put together in Japan. _____
9. The marketing manager was fired yesterday. _____
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. Use your real name for the sender and March 8 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 into the possibility of starting a business relation with you since your products already have proved to work well for our needs. It is also an advantage that you have a strong position on the market. Here, we believe that our cooperation will lead to even better financial results for both of us and that the market will see us as a team.

Our products, reusable coffee cups for fast-food restaurants, are likely to become the new norm. But, as said above, that also includes a combination of your products and ours. This cooperation will most likely expand already in the coming few years and be market leading in sales of coffee and other hot beverages at fast-food restaurants and cafés such as McDonald's and Starbucks.

...

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 April 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.

You're the head of the finance department at *All Natural Flavors*. Your company is located in Dublin, Ireland, and you sell food to supermarkets and physical food stores all over the country. *All Natural Flavors* specializes in imported food from different parts of the world. You have for years especially focused on meat from Argentina and fish from Norway.

For many years, *All Natural Flavors* enjoyed great success and was the leading food importer and distributor in Ireland. However, in the past few years, *All Natural Flavors'* competitors have not only caught up but also overtaken you in sales. The company has faced losses for more than three years in a row. You decide to contact the CEO and chairwoman of the board of *All Natural Flavors*, Ms. Olivia Swift, with a business proposal in which you suggest a change in order for the company to retake its leading market position and improving the financial situation. You choose one or two of the following changes (but not more than two) and write your business proposal.

1. Reducing the import of meat and fish from Latin America and Norway to instead focus on vegetables and fruit from Asia and Africa.
2. Shifting focus from food to beverages and then especially fruit juices and canned drinks from other parts of the world.
3. Cutting down the staff by 50% since the company now has many more employees than needed.
4. Moving the company's headquarters to London, UK, to have access to a considerably bigger market.

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