



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: **January 10, 2025**

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

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 **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. When did this happen? _____
3. What time will your client come tomorrow? _____
4. This has to do with a number of individuals. _____
5. His interpersonal skills have gotten better. _____
6. He will bring the question up later. _____
7. The marketing manager was fired yesterday. _____
8. Please give me a price based on a bulk order. _____
9. All payments must be stopped. _____
10. Say hi to Mr. Yamaguchi for me? _____

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 January 10 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 other companies in the household-appliance sector to find a partner we could, potentially, merge with. An alternative could be to simply collaborate. Your company stands out as one of the best in the industry since we offer similar products but at the same time focus on different customer segments. We believe a collaboration will serve both of us very well.

As I believe you know, we specialize in, mainly, kitchen utensils. Especially wooden utensils have come to be our trademark in the industry. With more and more people looking for sustainable household appliances, wooden products seem to be on the rise. However, since some of our products are a bit higher-priced than yours, most likely due to both the cost of material and the production methods, we believe a partnership of some kind would benefit us both.

We're looking forward to your reply and hope to soon start a prosperous collaboration or even a merge of our two companies.

...

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 January 12. 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 *Books R Us*. Your company has its headquarters in Nottingham, United Kingdom, and you sell books and stationary all over Europe. You've had great success for many years, but after Brexit and the pandemic, fewer and fewer people have bought your books and other material.

This needs to change, and you decide to contact the CEO and chairwoman of the board of *Books R Us*, Ms. Ophelia Rodrigo, 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 four changes (but not more than three) and write your business proposal.

1. Primarily focusing on e-books and other material that don't require shipping of a physical product.
2. Making a shift from mainly fiction to mostly non-fiction.
3. Focusing on books on health, travel, languages, and history.
4. Delivering small purchases by drones when technically possible.
5. Moving the company's headquarters to Dublin, Ireland, to have access to the EU market without sales imposing custom fees.

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