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**ENG 300 - Business English**  
**Final Examination**  
**Spring 2018**  
**Dr Hassan Belhiah**

**Name:** \_\_\_\_\_

**Instructions: This test has 2 parts and 5 pages.**

**PART A – Multiple Choice (20 points)**

**Directions:** Read each of the following questions and choose the best answer. Each question has only ONE correct answer.

- 1) What is the most common CV mistake?
  - a) Including incorrect contact details
  - b) Telling lies
  - c) Including a photo
  - d) poor layout
- 2) Which of the following is an appropriate opening for a complaint message?
  - a) I am writing to complain about ...
  - b) I am sorry to bother you, but ...
  - c) I am very disgusted with your service ...
  - d) I was very shocked when ...
- 3) Which of the following is **not** a good method to deal with audience questions in oral presentations?
  - a) Answer questions even if you already stated the answer in your presentation
  - b) Say that you don't know the answer if you don't.
  - c) Pretend that you know the answer if you don't.
  - d) Rephrase possible hostile questions.
- 4) Which of the following is a strategy for starting a job search?
  - a) Looking for stepping-stone opportunities
  - b) Waiting until you receive your diploma
  - c) Looking for a job with a high salary
  - d) Rejecting a job if it does not meet your expectations
- 5) When preparing a résumé, you should:
  - a) customize your résumé for each position
  - b) present yourself as a superstar
  - c) Exaggerate your achievements
  - d) include as much information as possible
- 6) A formal report is longer than \_\_\_\_\_ pages
  - a) 3
  - b) 4
  - c) 5
  - d) 6

- 7) An informal report usually contains 1 to \_\_\_\_ pages.
- a) 5
  - b) 6
  - c) 7
  - d) 8
- 8) Which of the following is **not** required in a formal report?
- a) Table of contents
  - b) Letter of transmittal
  - c) Executive summary
  - d) Double Space
- 9) An informal report contains
- a) more substance than a formal report
  - b) more substance than a business letter
  - c) less substance than a business letter
  - d) is directed exclusively to readers outside the organization
- 10) To make reports visually appealing, we should use:
- a) Bulleted points
  - b) Numbered points
  - c) Headings
  - d) All of the above
- 11) What is the one thing you don't want to do during the first interview?
- a) Negotiate pay
  - b) Connect with the interviewer
  - c) Communicate why you are a good fit
  - d) Close by arranging the next interview
- 12) When answering interview questions, it is important to:
- a) be specific
  - b) be general
  - c) Stretch the facts to look good
  - d) Seize control of the interview whenever possible
- 13) When you want to compare data in one group to the whole (all groups) in your visual aid, your BEST choice would be a:
- a) pie chart.
  - b) line graph.
  - c) bar chart.
  - d) table
- 14) When you want to compare data in one group to another (for example males and females) in your visual aid, your BEST choice would be a:
- a) pie chart.
  - b) line graph.
  - c) bar chart.
  - d) table
- 15) Which of these is an example of a good question to ask the interviewer?
- a) What is the average salary for somebody in my position?
  - b) What do you think is this company's greatest challenge in the near future?
  - c) What skills does this job require?
  - d) Which coffee shop do you go to?

- 16) Which of the following is **not** an element of network netiquette?
- a) Learn about the people you connect with
  - b) Communicate clearly and concisely
  - c) Email your résumé to strangers
  - d) Respect contacts' personal information
- 17) An application letter should:
- a) Be long
  - b) Project arrogance
  - c) Restate the information in your résumé
  - d) Be short
- 18) Which of the following should be avoided in an interview:
- a) stylish, professional-looking shoes
  - b) visible tattoos
  - c) Neat, "Adult" Hairstyle
  - d) subtle makeup
- 19) Which of these is **not** among the 25 most common questions in interviews?
- a) Why did you leave your last job?
  - b) What was your biggest failure?
  - c) Do you believe more in faith or in free will?
  - d) How do you feel about overtime work?
- 20) Choose the appropriate tense for the verbs in brackets in the following sentence:  
*Trading in the market (be) slack for the first two months of the year 2017, as investors (feel) worried by the uncertain political climate, and interest rates (remain) high.*
- a) has been, felt, remained
  - b) was, felt, remained
  - c) has been, have felt, remained
  - d) has been, have felt, have remained

## **PART B – Informal Report (20 points)**

### **Situation**

IUL is thinking of opening a new campus in Fez. The university has used a survey to collect opinions on whether students and their parents would be interested in this idea. The sample is composed of 500 students and 500 parents. This data will be used to decide if it would be possible to open the new campus.

Some university executives believe that the new campus in Fez should be opened immediately. However, other executives think the opening of the new campus should wait until more information can be collected.

### **Directions**

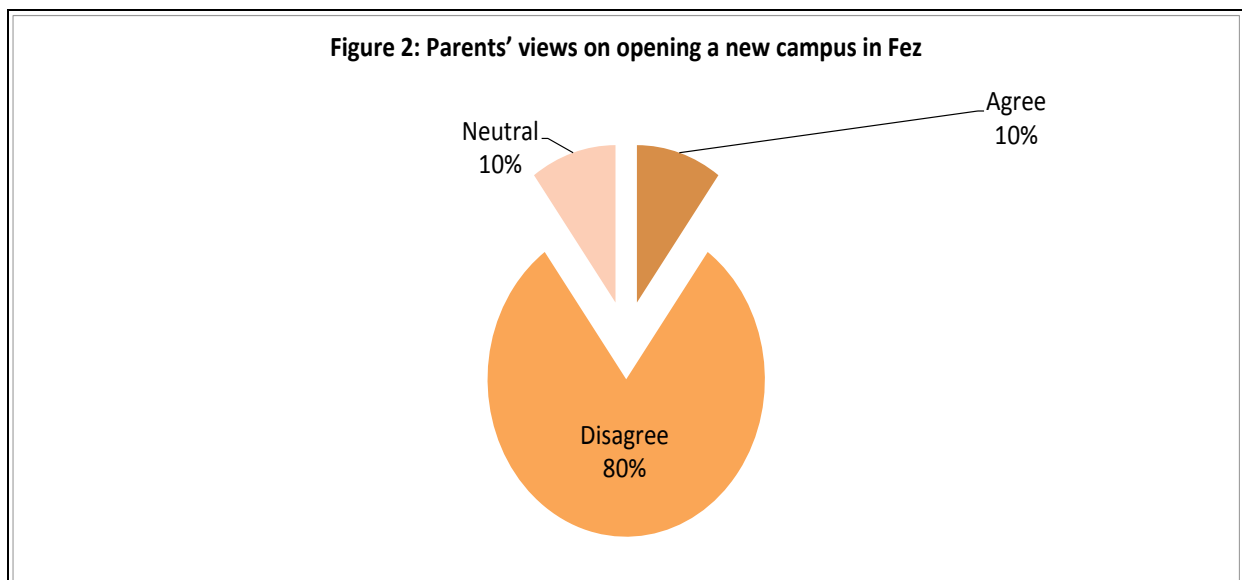
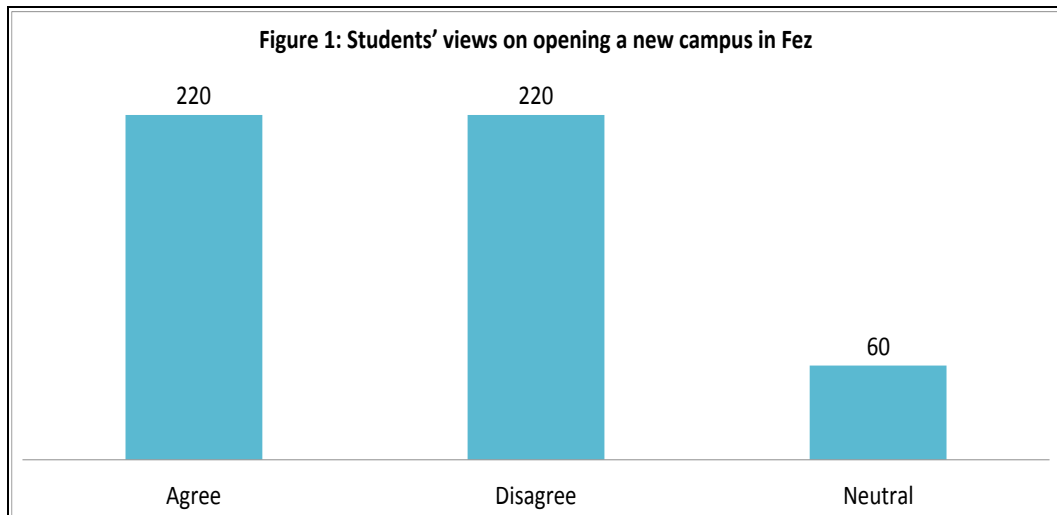
You have been asked to write a recommendation report to IUL administration regarding the idea of opening a new campus in Fez. Read the data and comments below and on the following page and write your report based on that information. Use a memo format.

Also, brainstorm some ideas about the benefits of your recommendations. These benefits should be new and not already included in the data or comments. Include 2 of these benefits (your own ideas) in the report. Explain each benefit in 2-3 sentences.

Use the following data and comments in your report to support your recommendations.

Table 1: Summary of students' and parents' views on opening a new campus in Fez

	Agree	Disagree	Neutral	Total
Number of Students	220	220	60	500
Number of Parents	50	400	50	500



### Students' comments

- Life is not that safe in Fez.
- The weather in Fez is too cold in winter and hot in summer. I prefer staying in Rabat.
- There aren't many recreational activities for students in Fez. It's such a boring city.

- Fez is a historical city.

**Parents' comments**

- I prefer that my children stay near me in Rabat so that I can monitor them.
- Fez is not as safe as Rabat.
- Why should I send my children to study in Fez when there is already a good selection of universities in Rabat?

**Write a recommendation report to the IUL Director in Rabat using a memo format. Include the following headings: Statement of purpose, Background, Results, and Recommendations. The report should be 250 to 300 words in length.**



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