



Studiengänge	<b>Betriebswirtschaft / Wirtschaftsingenieurwesen</b>
Modul	<b>Wirtschaftsenglisch</b>
Art der Leistung	<b>Studienleistung</b>
Klausur-Knz.	<b>BB-ENG-S11-060930 / WB-ENG-S11-060930</b>
Datum	<b>30.09.2006</b>

### Bezüglich der Anfertigung Ihrer Arbeit sind folgende Hinweise verbindlich:

- Verwenden Sie ausschließlich das vom Aufsichtführenden **zur Verfügung gestellte Papier** und geben Sie sämtliches Papier (Lösungen, Schmierzettel und nicht gebrauchte Blätter) zum Schluss der Klausur wieder bei Ihrem Aufsichtführenden ab. Eine nicht vollständig abgegebene Klausur gilt als nicht bestanden.
- Beschriften Sie jeden Bogen mit Ihrem **Namen und Ihrer Immatrikulationsnummer**. Lassen Sie bitte auf jeder Seite 1/3 ihrer Breite als Rand für Korrekturen frei und nummerieren Sie die Seiten fortlaufend. Notieren Sie bei jeder Ihrer Antworten, auf welche Aufgabe bzw. Teilaufgabe sich diese bezieht.
- Die Lösungen und Lösungswege sind in einer für den Korrektor **zweifelsfrei lesbaren Schrift** abzufassen. Korrekturen und Streichungen sind eindeutig vorzunehmen. Unleserliches wird nicht bewertet.
- Zur Prüfung sind bis auf Schreibutensilien ausschließlich die nachstehend genannten Hilfsmittel zugelassen. Werden **andere als die hier angegebenen Hilfsmittel verwendet oder Täuschungsversuche** festgestellt, gilt die Prüfung als nicht bestanden und wird mit der Note 5 bewertet.

<b>Bearbeitungszeit:</b>	90 Minuten
<b>Aufgaben:</b>	4 Aufgaben
<b>Höchstpunktzahl:</b>	100

<b>Hilfsmittel:</b>
Einsprachiges Wörterbuch

### Bewertungsschlüssel

Aufgaben	1	2	3	4	Σ
Max. erreichbare Punkte	20	25	30	25	100

### Bewertungsschema

Punktzahl		Ergebnis
von	bis einschließlich	
50	100	<b>bestanden</b>
0	49,5	<b>nicht bestanden</b>

**Aufgabe 1****Reading comprehension****20 Punkte**

*The following text includes some challenging vocabulary. Please read it and answer the questions below. Please write the appropriate letter a), b) or c) on your answer sheet.*

Business people from German-speaking countries usually expect cultural difficulties when working with countries from Eastern Europe or Asia. Those preparing to work with Britain, on the other hand, often underestimate the importance of subtle cultural differences in communication and management styles. To work effectively with the British, you need more than knowledge of their language, history and institutions. You also need to be sensitive to differences in attitudes, values and behaviour, and know how to cope with them. This article gives some advice on how to work well with one of continental Europe's most important trading partners.

**ENGLAND, BRITAIN AND EUROPE**

The first trap is to confuse the terms "England", "United Kingdom" (UK) and "Great Britain". Great Britain or, simply, Britain, consists of England, Scotland and Wales. Scottish and Welsh citizens, who have a strong sense of national identity, do not like to be called "English". The United Kingdom consists of Great Britain plus Northern Ireland, although the terms "Britain" and "the UK" are often used as if they were identical.

Another pitfall is to assume that the British have the same enthusiasm for Europe that a lot of French or Germans have. For many British people, "Europe" still means continental Europe. It is not uncommon to hear people say things like "we are going to Europe on holiday this year" or "Britain needs to work more closely with Europe".

Many British people see their relationship with other European countries as determined by pragmatic trading or holiday interests rather than by a vision of a strong European Union. This may also explain the country's reluctance to join the euro.

(Adapted from Business Spotlight, 1/05)

**Questions:**

1. **You 'underestimate' something ...**
  - a) when you do not read the description of something
  - b) when you do not notice the value or importance of something
  - c) when you do not understand the meaning of something
  
2. **'Subtle' in this text ...**
  - a) is the opposite of 'obvious'
  - b) is the same as 'difficult'
  - c) is similar to 'obvious'
  
3. **'Sensitive' here means ...**
  - a) the same as 'reasonable'
  - b) the same as 'perceptive'
  - c) the same as 'emotional'
  
4. **An 'attitude' in this context describes ...**
  - a) someone's character, temperament or behaviour
  - b) someone's religious beliefs
  - c) someone's taste in music and clothes

5. **'To cope with' something ...**
  - a) is the same as 'to get rid of something'
  - b) is the same as 'to suffer from something'
  - c) is the same as 'to deal with something'
  
6. **In this text, a trap ...**
  - a) is the same as 'a trip'
  - b) is a trick to confuse you
  - c) is an area where you can easily make a mistake
  
7. **Pitfalls ...**
  - a) are unexpected difficulties
  - b) are language problems
  - c) are similar to 'pit-stops'
  
8. **'To assume' here ...**
  - a) means 'to wonder'
  - b) means 'to know'
  - c) means 'to expect'
  
9. **'Uncommon' here ...**
  - a) is the same as 'unusual'
  - b) is the same as 'high-class'
  - c) is the same as 'illegal'
  
10. **'Reluctance' is a term for ...**
  - a) deciding about something without thinking
  - b) being strictly against something
  - c) being doubtful of something

**Aufgabe 2****Notice Writing****25 Punkte**

*Write on the following subject:*

**Situation**

Mr David Lambert is office manager at 'Sweet Suburbia' Wholesale Confectionary Ltd. of 45 Gilbert Street, London EC6 SF9.

Mr Lambert asks you to draft a tactful notice under his name for the staff notice board, expressing his concern about the frequent lateness of some members of staff. "Please point out that our office hours are from 9 a.m. until 4.30 p.m., and that the morning and afternoon breaks are 15 minutes each, and not twenty minutes or even half an hour," he says. "Everyone should be aware that lunch breaks end at half past one, and not two o' clock. I have really had enough of this lateness, and it must stop, voluntarily, I hope."

Task **Write the notice.**

**Aufgabe 3****Letter Writing****30 Punkte**

Sue Melling, owner of 'Harper's Bizarre', a modern art gallery in Brighton, asks you to draft a reply to the following letter. She says, "I would really like to go to that conference, but there is a problem as described on the note. I would like the letter ready for my signature."

**The Indica Gallery**  
**28 Matthew Square, Durham DH8 SF4**  
**Telephone 0174 - 883 453**

05 August 2006

Ms Susan Melling  
Harper's Bizarre  
Abington Terrace, London Road  
Brighton BT2 8TC

Dear Ms Melling

**Annual Conference of Gallery Association**

I am writing to you as Chair of the UK Gals, the National Independent Art Galleries' Association. Our annual conference this year will be held at my gallery here in Durham from Friday 27<sup>th</sup> October to Sunday 29<sup>th</sup> October.

We are hoping to have an afternoon session on the first day on public relations, and as you are a renowned expert in this field, I would like to invite you to lead this session.

I am also currently collecting more ideas for the agenda that I plan to have set up by Friday 15<sup>th</sup> September. Please do not hesitate to give me your ideas as soon as you can.

Accommodation will be arranged at the 'Blackadder Inn', a very nice local hotel just a few minutes from here.

Would you please let me know as soon as possible if you can accept and also which day and time you would arrive? If you need any equipment, this will of course be available.

Looking forward to hearing from you

Sincerely

*Jennifer Worthing*  
Jennifer Worthing

Here are some notes that Ms Melling has made to help you to **write the letter** to Ms Worthing:

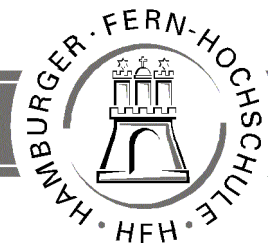
Thank her for the invitation.  
Would love to go, but can't be there before Friday evening.  
Durham is very far from here, and remember that we are opening a new exhibition that morning.  
Might do that talk on public relations on second day.  
Idea for agenda: Create common website for the association  
Equipment: Need a beamer, will bring my laptop.

Task **Write the letter.**

**Aufgabe 4****Expression****25 Punkte**

Being your own boss may have advantages and disadvantages. Would you rather be independent, running your own business, or do you think that being an employee is the better alternative? Explain your views.

Task **Write five sentences.**



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Datum	<b>30.09.2006</b>

**Für die Bewertung und Abgabe der Prüfungsleistung sind folgende Hinweise verbindlich vorgeschrieben:**

- Die Vergabe der Punkte nehmen Sie bitte so vor wie in der Korrekturrichtlinie ausgewiesen. Eine summarische Angabe von Punkten für Aufgaben, die in der Korrekturrichtlinie detailliert bewertet worden sind, ist nicht gestattet.
- Nur wenn die Punkte für eine Aufgabe nicht differenziert vorgegeben sind, ist ihre Aufschlüsselung auf die einzelnen Lösungsschritte Ihnen überlassen.
- Stoßen Sie bei Ihrer Korrektur auf einen anderen richtigen Lösungsweg, dann nehmen Sie bitte die Verteilung der Punkte sinngemäß zur Korrekturrichtlinie vor.
- Ihre Korrekturhinweise und Punktbewertung nehmen Sie bitte in einer zweifelsfrei lesbaren Schrift vor: Erstkorrektur in **rot**, evtl. Zweitkorrektur in **grün**.
- Die von Ihnen vergebenen Punkte und die daraus sich gemäß dem nachstehenden Bewertungsschema ergebene Bewertung tragen Sie in den Klausur-Mantelbogen sowie in die Ergebnisliste ein.
- Gemäß der Bachelorprüfungsordnung ist Ihrer Bewertung folgendes Schema zu Grunde zu legen:

Punktzahl		Ergebnis
von	bis einschließlich	
50	100	<b>bestanden</b>
0	49,5	<b>nicht bestanden</b>

- Die korrigierten Arbeiten reichen Sie bitte spätestens bis zum

**18. Oktober 2006**

an Ihr Studienzentrum ein. Dies muss persönlich oder per Einschreiben erfolgen. Der angegebene Termin **ist unbedingt einzuhalten**. Sollte sich aus vorher nicht absehbaren Gründen eine Terminüberschreitung abzeichnen, so bitten wir Sie, dies unverzüglich dem Prüfungsamt der Hochschule anzuzeigen (Tel. 040 / 35094-311 bzw. Birgit.Hupe@hamburger-fh.de)

## BEWERTUNGSSCHLÜSSEL

Aufgabe	1	2	3	4	$\Sigma$
max. Punktzahl	20	25	30	25	100

**Lösung Aufgabe 1:****20 Punkte**

- |       |        |
|-------|--------|
| 1. b) | 6. c)  |
| 2. a) | 7. a)  |
| 3. b) | 8. c)  |
| 4. a) | 9. a)  |
| 5. c) | 10. c) |

**je 2 Punkte****Lösung Aufgabe 2:****25 Punkte***A suitable answer would be as follows:***OFFICE HOURS**

I am becoming increasingly concerned about the punctuality of certain members of our staff and would therefore like to remind everyone

that our office hours are from 9.00 a.m. until 4.30 p.m.,

morning and afternoon breaks are 15 minutes each,  
and that the lunch break ends at 1.30 p.m.

Please note that this time-table must be respected by all members of staff.

David Lambert, Office Manager

29 September 2006

**25 points should be given for**

- (a) formal completion of the task**, i.e. clear heading at the top, the name and the position of the person who wrote it at the bottom, a date **(5 points max)**
- (b) using all the notes given by David Lambert (5 points max)**
- (c) syntactic correctness within the framework of the 'B1' level**, i.e. mistakes will devalue the answer only if they are severe and make the meaning unclear or ambiguous **(5 points max)**
- (d) confident use of the vocabulary within the framework of the 'B1' level**, i.e. mistakes will devalue the answer only if they are severe and make the meaning unclear or ambiguous **(5 points max)**
- (e) overall assessment of the exercise as being consistent and to the point:**  
poor / sufficient / satisfactory / good / very good **(5 points max)**

**Lösung Aufgabe 3:****30 Punkte**

*A suitable answer would be as follows:*

**Harper's Bizarre  
Abington Terrace, London Road  
Brighton BT2 8TC**

30 September 2006

Ms Jennifer Worthing  
The Indica Gallery  
28 Matthew Square, Durham DH8 SF4  
Telephone 0174 – 883 453

Dear Ms Worthing

**Annual Conference of Gallery Association**

Thank you very much for your invitation. I am honoured to be asked to lead a session on public relation and will gladly do so.

Unfortunately, I will not be able to be there in time, as we are opening a new exhibition here just that morning, and of course, it will take me quite some time to travel to Durham. I expect to be at the hotel that evening; I would therefore be very grateful if you could move this topic to the following morning.

For my presentation I would need a beamer to connect to my laptop.

As for further ideas for the agenda, I would like to propose that the association create its own website. If there is enough time, we might discuss this, don't you think?

Looking forward to hearing from you and to the conference, of course.

Yours sincerely

Sue Melling

**30 points should be given for**

- (a) formal completion of the task**, i.e. sender's adress, date, receiver's name and adress, salutation, subject heading, ending, writer's name, title (and signature) **(5 points max)**
- (b) using all the notes given by Sue Melling (5 points max)**
- (c) syntactic correctness within the framework of the 'B1' level**, i.e. mistakes will devaluate the answer only if they are severe and make the meaning unclear or ambiguous **(5 points max)**
- (d) confident use of the vocabulary within the framework of the 'B1' level**, i.e. mistakes will devaluate the answer only if they are severe and make the meaning unclear or ambiguous **(5 points max)**
- (e) overall assessment of the exercise as being consistent and to the point:**  
*poor / sufficient / satisfactory / good / very good (10 points max)*



**Lösung Aufgabe 4:****25 Punkte**

*A suitable answer would be as follows:*

I would prefer to be independent. As an employee, you are not really free in your decisions; you have to fulfil the expectations of your superiors. All the important decisions about the company are taken without you. Moreover, you have to prove your commitment and loyalty at all times, if you want to receive a promotion. These days, hardly any jobs are really safe; if the management decides to change its strategies or to sell the company, you may lose your job very quickly. Also, as a creative person I do not like being told what to do.

*An alternative could be as follows:*

Being my own boss – that sounds fascinating at first, but I think in reality this is not a very good idea. As the head of a company, I would be responsible for everything, even for other people if I employed staff. When there is an economic crisis, you are the one who loses money, and even in better times you have to pay for all expenses and take care of everything. And I can imagine that you will no longer have regular working hours; there is just too much organising to be done and always the risk of failure. You will not even receive unemployment benefit if it comes to the worst.

**Note:**

*"5 sentences" is to be understood as 'at least 5 sentences', i.e. a longer text version does not necessarily result in a better mark!*

**25 points should be given for**

- (a) formal completion of the task**, i.e. a minimum of five sentences. 'Long' sentences consisting of several phrases and connected by semicolons or commas may in doubt be counted as more than one sentence. **(5 points max)**
- (b) syntactic correctness within the framework of the 'B1' level**, i.e. mistakes will devalue the answer only if they are severe and make the meaning unclear or ambiguous **(5 points max)**
- (c) confident use of the vocabulary within the framework of the 'B1' level**, i.e. mistakes will devalue the answer only if they are severe and make the meaning unclear or ambiguous **(5 points max)**
- (d) overall assessment of the exercise as being consistent and to the point:**  
*poor / sufficient / satisfactory / good / very good (10 points max)*