



Studiengänge	Betriebswirtschaft / Wirtschaftsingenieurwesen
Modul	Wirtschaftsenglisch
Art der Leistung	Studienleistung
Klausur-Knz.	BB-ENG-S11-090314 / WB-ENG-S11-090314
Datum	14.03.2009

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.

Bearbeitungszeit:	90 Minuten
Aufgaben:	4 Aufgaben
Höchstpunktzahl:	100 Punkte

Hilfsmittel:
Einsprachiges Wörterbuch

BEWERTUNGSSCHLÜSSEL

Aufgabe	1	2	3	4	Σ
max. Punktzahl	20	25	30	25	100

Aufgabe 1**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.

Fry, Spencer, and the Invention of Post-It Notes

While few people remember Spencer Silver's name, he held over twenty patents and was responsible for one of the most universally applauded new office products of the 20th century, the Post-It Note. Although the actual invention of the Post-It Note itself was the work of another inventor, Art Fry, Silver invented the "low tack" mildly adhesive backing that made Post-It notes possible. He did this in 1968 and by the 1980s, Post-It Notes could be found in offices and schools around the world.

Spencer Silver (...) helped invent many new products for 3M, but he came up with his most famous invention, the glue for Post-It Notes, in 1968. This adhesive was revolutionary in a couple of ways. It was strong enough to adhere to most surfaces, yet weak enough to come off of those surfaces without doing any damage to them. Furthermore, it took several uses before the invention lost its adhesive qualities.

Unfortunately, Silver was not as good at marketing as he was at inventing. He thought his product would best be used as a spray or as a surface for bulletin boards. 3M ultimately rejected those ideas, however, and might have shelved the invention altogether if it had not been for another employee, Art Fry who realized the adhesive's potential. (...)

It so happened that Art Fry sang in the choir at his church. One Sunday, after being frustrated that his bookmarks always fell out of his hymnal, making him lose his place, he began thinking of ways to remedy the problem. During the sermon, he came upon the idea of using Silver's adhesive to secure the bookmarks. He passed his idea to his supervisors who were initially worried that consumers would think these "reusable bookmarks" wasteful, but they eventually gave it their support after samples of the product distributed to 3M employees proved wildly popular. It took several years to develop machines to manufacture the product, but Post-It Notes were introduced across the country in 1980. Less than two years later, they could be found in offices around the world.

Art Fry and Spencer Silver (...) did not receive any special compensation for their invention, however, although it has earned 3M millions of dollars and continues to be a significant source of revenue.

(Adapted <http://www.associatedcontent.com/article/556983>, as of 28 January 2008)

Questions:

1. **A 'universally applauded' product is ...**
 - a) a product that is shown at presentations
 - b) a product that is useful all over the world
 - c) a product that is successful all over the world

2. **'mildly adhesive' ...**
 - a) means 'causing no skin problem'
 - b) means 'easy to remove'
 - c) means 'easy to get'

3. **'He came up with his most famous invention' means ...**
 - a) he had the idea for the invention
 - b) he presented his invention
 - c) he moved to the top with his invention

4. **'Bulletin boards' here refer to...**
 - a) electronic messaging systems
 - b) electronic messaging systems or notice boards
 - c) notice boards
5. **'To shelve an invention' means...**
 - a) To give up its development
 - b) To postpone its development
 - c) To start its development
6. **'He realized the adhesive's potential', i.e. ...**
 - a) he saw its market strength
 - b) he saw its adhesive strength
 - c) he saw its problems
7. **'To remedy the problem'...**
 - a) is the same as to avoid the problem
 - b) is the same as to solve the problem
 - c) is the same as to ignore the problem
8. **'Wasteful'...**
 - a) is the same as not economical
 - b) is the same as full of bad materials
 - c) is the same as uninteresting
9. **The product 'proved wildly popular.'**
 - a) This means that it was hardly popular.
 - b) This means that it was popular in the wildlife.
 - c) This means that it was incredibly popular.
10. **'A significant source of revenue'...**
 - a) is an important technological development
 - b) is an important part of the company's income
 - c) is an important sector of the management

Aufgabe 2

25 Punkte

Write on the following subject:

Situation

You are assistant to Mr Arnold Layne, PR Manager at Moreton Motor Industries, Hull. Your company is going to open a showroom displaying an exhibition of the company's 150 year-old history showing 97 vintage cars among other items. He asks you to write a notice that will be placed at the entrance to the showroom. He adds, "It should be very clear and include our opening times ... Don't forget to say that we will not allow anyone to come in after 3.30 pm as we are closing at 5.00 ... also tell them about our shop and our café ... and toilets ... and ... anything else you think may be useful."

Here are further notes:

- ADMISSION to SHOWROOM free
- CAFÉ looks over river
- TIMES open 10 in the morning – close 5 pm – Monday to Friday
- Ground Floor – TOILETS
- SHOWROOM SHUT DECEMBER 24, 25, 26

Task Write the notice.

Aufgabe 3**30 Punkte**

You are Oliver Noame. Your business partner from your overseas subsidiary in the Philippines, Dr Michael Entrada has just sent a short e-mail announcing his arrival at your company in a few days. He asks you book a room for him at Hamburg's 'Vier Jahreszeiten' hotel from 8 to 15 March, but unfortunately 14 to 15 March are fully booked. You can offer him 5 to 13 March, or offer to search for alternative housing. You would also like Dr Entrada to give a short presentation of your overseas business to your staff (18 people).

Write an e-mail containing the following points:

Explain the accommodation problem and offer a solution, ask him to do a presentation (mention the number of participants and topic), describe what is available in the conference room (whiteboard, etc), and provide your contact information (The Company HR department, Phone: +49-40-1234567-8, Fax: +49-40-1234567-9).

Task **Write the e-mail.**

The image shows a screenshot of an email client window. The window title is "E-Mail". The menu bar includes "File", "Edit", "View", "Favorites", "Tools", and "Help". There is a "Links" button and a refresh icon in the top right corner. The main area is divided into sections: "Originator:", "Recipient(s):", "Subject:", and "Body:". The "Body" section is a large empty text area with a vertical scrollbar on the right. At the bottom center, there is a "Send Email Message" button.

Aufgabe 4**25 Punkte**

Do you agree or disagree with the following statement? What is your opinion?

Face-to-face communication is better than other types of communication, such as letters, e-mails, or telephone calls.

Task **Write five sentences.**



Studiengänge	Betriebswirtschaft / Wirtschaftsingenieurwesen
Modul	Wirtschaftsenglisch
Art der Leistung	Studienleistung
Klausur-Knz.	BB-ENG-S11-090314 / WB-ENG-S11-090314
Datum	14.03.2009

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 **roten** Schrift vor.
- 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 Prüfungsordnungen ist Ihrer Bewertung folgendes Schema zu Grunde zu legen:

Punktzahl		Ergebnis
von	bis einschließlich	
50	100	bestanden
0	49,5	nicht bestanden

- Die korrigierten Arbeiten reichen Sie bitte spätestens bis zum

1. April 2009

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)

Lösung Aufgabe 1:**20 Punkte**

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

je 2 Punkte**Lösung Aufgabe 2:****25 Punkte***A suitable answer would be as follows:***Moreton Motor's Showroom**

Dear Visitor

Welcome to our showroom!

We have 97 vintage cars on display, showing you Moreton Motor's history of 150 years.
Please visit our shop as well, and relax in our café overlooking the river,
serving coffee, tea, and snacks.

Entrance is free; we are open

Mon-Fri between 10.00 a.m. and 5 p.m. –
the last visitors will be allowed in at 3.30 p.m.

Toilets can be found on the ground floor.

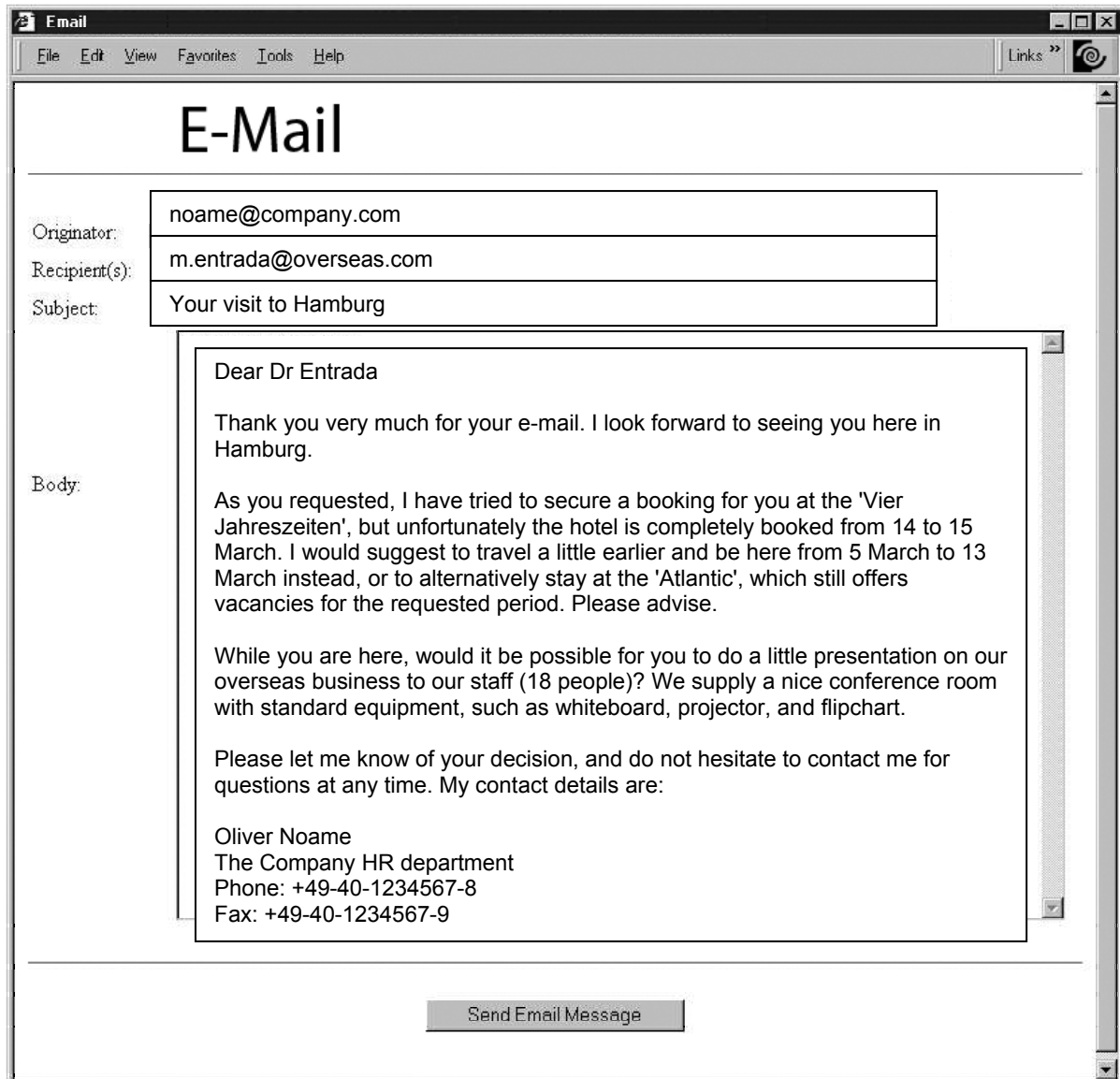
Please note: Our showroom is closed on December 24, 25 and 26

Moreton Motor IndustriesArnold Layne
PR Manager**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 (5 points max)**
- (b) using all the notes given by Arnold Layne (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:



30 points should be given for

- (a) **formal completion of the task**, i.e. sender's and recipient's e-mail addresses, salutation, subject heading, ending and content in the body (**5 points max**)
- (b) **using all the notes given by Oliver Noame** (**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 (**10 points max**)

Lösung Aufgabe 4:**25 Punkte**

A suitable answer would be as follows:

It may be faster or easier to write an e-mail or pick up the phone and speak to someone immediately, but I believe in face-to-face communication. The telephone has an important disadvantage: you cannot see your partner's face. For me, non-verbal communication is very important, because I can see what the person feels about the subject, too. In e-mails everything is there in black and white, and sometimes this may lead to unnecessary misunderstanding. Even in this modern world with all its technology, we should not forget that people need direct communication.

An alternative could be as follows:

It's simply impossible to run a business these days without using modern communication technology. E-mails are fast, a telephone call even to places on the other side of the globe is cheap, and the Internet offers many possibilities to do business online. If I relied on face-face communication, I would not be able to work successfully. It is nice to meet and talk to people directly, but it is absolutely unnecessary these days. It is different for keeping private relationships, but business is about letters, figures and contracts.

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)**