

EN-139 1 Business English

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1 General information - EN-139 25.11.2016	Flervalg	Automatisk poengsum
2 PART 1: PART A: 10 points	Skriveoppgave	Manuell poengsum
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4 PART 2: PART A (12 points -1 per correct answer)	Skriveoppgave	Manuell poengsum
5 PART 2: PART B (6 points - 1 point each answer)	Skriveoppgave	Manuell poengsum
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9 PART C: Part A (15 Points)	Skriveoppgave	Manuell poengsum
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General information - EN-139 25.11.2016

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Resources allowed:

English/English Dictionary

Sometimes professors ask for exam answers that can be used for teaching purposes, but in order for this to take place, the university needs your consent.

Do you grant the University of Agder permission to use your exam answer for teaching purposes?

Yes

No

PART 1: PART A: 10 points

Part A. Answer these statements either T (true) or F (false) according to the information contained in the article "Be wary on sterling as the traders may be getting it laughably wrong." (10 points - 1 per answer)

1. MPs in Parliament are supporters of Brexit.
2. MPs on both sides of the House would vote to support Brexit.

3. Financial types have a negative view of Brexit.
4. Many traditional, working-class Labour Party supporters are located in northern industrial towns.
5. Traditional Labour Party voters switched last year to voting for the Conservative party.
6. Theresa May is committed to Brexit.
7. Theresa May does not want Parliament to sign the Article 50.
8. Theresa May may have to call a new General Election.
9. The City would find such an election dangerous.
10. Much of the toxic rhetoric during the Brexit campaign was against London's elite international bankers and immigrants.

Fill in your answer here

Denne oppgaven inneholder en PDF. Se neste side.

Be wary on sterling as the traders may be getting it laughably wrong

JULIET SAMUEL
VIEWPOINT



Boom: the pound took off like a rocket; proving, once again, how little financial traders really understand politics. To close watchers of the Article 50 court case, it was becoming clear that after a series of unconvincing arguments, the Government was dangerously close to losing. It wasn't priced in, however, and so sterling gained as much as two cents against the dollar in the space of three hours yesterday.

The ruling changes the whole ball game, making the next two years even more unpredictable than they were before. We'd better get used to some wild markets moves.

The central thesis of yesterday's voracious sterling buyers was this: the ruling means Brexit won't happen.

Their logic seems compelling. The courts have handed control of Brexit to Parliament, which is dominated by MPs who strongly favour Remain.

MPs on both sides of the House – Kenneth Clarke for the Tories and David Lammy for Labour – have already said they would vote to veto Brexit as soon as they get the chance.

So even if Brexit does happen, they now think it will be a soft, friendly version that allows everything to carry on as normal for the City of London and for Britain's economy. Given the overwhelmingly negative view of Brexit among financial types, this is seen as a strong boost for GDP and the pound.

Once again, the traders could be getting it laughably wrong. There are still two clear routes to a Brexit that will involve a sharp break in Britain's trading relationship with the EU, even if the Government is forced to hold a General Election campaign as a result of the court ruling.

For the City, the ruling could actually worsen its position. Although this government understands the



importance of financial services to the economy, an election campaign that places Brexit centre-stage could whip up some toxic rhetoric against London's elite international bankers and immigration.

The first possibility is that Parliament will probably fall into line and, despite its misgivings, vote to trigger Article 50.

The decision to leave the EU was supported by the largest number of votes ever cast in British history. For Labour MPs, the danger of defying that vote is clear: it was supported by swathes of working-class voters in northern industrial towns. These voters were previously the bedrock of Labour support, until last year, when they switched in their millions to UKIP. Any Labour MP who defies a trend like that faces electoral oblivion.

More interestingly, many of the staunchly pro-Remain Tories who were outspoken during the campaign will be reluctant to be seen as thwarting the will of the people. One of those was Anna Soubry, a former business minister.

Even before the Article 50 ruling this week, she told me that Parliament would never vote against Article 50 being triggered.

"I don't know anyone except for Ken

[Clarke] who's said they'll vote against Article 50," she said. "Do you really think Parliament is going to turn around to all those disenchanted, disillusioned people and stick two fingers up?" If they do, she warned: "There'll be people on the street". One caveat, however: she coyly refused to divulge how she herself will vote.

Even if Soubry is wrong, however, Brexit will still happen. Theresa May is committed to it for both electoral and democratic reasons. So if she cannot get legislation through this Parliament to trigger Article 50, she will find a way to hold a General Election. The Fixed Term Parliament Act makes this a little complex, but where there is a political will, there's a way. Many in Westminster are already expecting a springtime poll.

Given the state of the Labour party, May is on course for a landslide. Recent projections suggest that she could sweep up enough votes from Labour and UKIP for a 150-seat majority. With her eyes firmly fixed on the patriotic working classes, there is no electoral advantage to her in promising a watered-down Brexit.

This would be a dangerous election campaign for the City. EU market access for Britain's financial sector is one of the top concerns voiced by pro-Remainers who want Britain to stay 'in

Still chuckling? Kenneth Clarke has said he would vote to veto Brexit; an outcome that traders appear to agree will happen

'The decision to leave the EU was supported by the largest number of votes ever cast in British history'

or cling on to single market membership. But anyone making that argument is open to what is still a potent charge: they are defending the evil bankers.

Labour has already claimed that May is trying to engineer "a bankers' Brexit". The fact that the City of London includes much more than banks and contributes over a tenth of government revenues means little to its ideologically driven opponents.

Outside electoral politics, however, there is one significant barrier to Brexit that the Article 50 ruling does create: the House of Lords.

Unlike the Commons, whose members are sensitive to the evolving whims of their voters, the Lords need have no fear of electoral chastisement. Years of Labour government have left the Chamber packed with pro-EU Blairite peers who, as the tax credits row showed last year, are not afraid of vetoing government policy.

And yet, I'd still bet on Brexit. As Soubry concedes, a Brexit veto by any branch of Parliament will turn the atmosphere poisonous very quickly. Instead of blocking the referendum result, it is far likelier that it would result in a sharply accelerated programme of Lords reform.

The logic of the Article 50 ruling is that an early election is far likelier than it was on Wednesday: May would probably return to government on a landslide and therefore have much more freedom from the demands of two conflicting groups – the Osborne Remainers and the zealous Brexiteers. It says a lot about May's inscrutability that this still doesn't tell us much more than before about how she will play Brexit.

None of this changes the fundamental logic that the EU should, in economic terms, be open to a reasonable deal for the City and British trade. Parliamentary scrutiny will hopefully improve the quality of the Government's negotiation, providing MPs don't demand unreasonable levels of transparency.

But the ruling does mean that we are in for a very dramatic, unpredictable and bumpy ride. There's just one rule that will hold true: never trust a trader on politics.

PART 1: PART B (10 points - 1 per question)

B. In your own words and in complete sentences, explain what the following statements, taken from “Be wary on sterling as the traders may be getting it laughably wrong.” (10 points - 1 per answer)

1. Boom: the pound took off like a rocket.
2. the ruling could actually worsen its' position.
3. the ruling changes the whole ball game
4. more unpredictable than they were before
5. turn around to those disenfranchised, disillusioned people.
6. on course for a landslide.
7. cling on to a single market.
8. defying the evil bankers.
9. There is one significant barrier to Brexit.
10. open to a reasonable deal with the City and British trade.

Fill in your answer here

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PART 2: PART A (12 points -1 per correct answer)

PART A: Answer 1), 2) in the free-text Box below for each of answers 1-12

Insert a, an, the or nothing in the blanks.

Hunter Insurance was among one of (...1.) UK's first direct home insurer. In 1981, we started selling travel insurance and, over (2...) years have extended our services, now offering car insurance, home insurance, travel insurance, pet insurance, breakdown cover and van insurance. We are (3...) UK based company and sell insurance policies by phone and on (4...) internet. In 1993, Hunter was acquired by (...5..) Lloyds Insurance Group, making (...6...) bank's insurance arm (...7) fourth largest general insurer in (...8..) UK.

Hunter Insurance begins (...9.) new chapter in its history as we begin to move away from (10...) bank. But in (11...) world full of change, our dedication to extraordinary customer service remains. (12...) place where there's always time to chat to Hunter Insurance, your dependable friend.

Fill in your answer here

PART 2: PART B (6 points - 1 point each answer)

PART B. (6 points - 1 point each answer)

Select 6 of the words in the list below and write 5 sentences in the free-text box below using each of the words. You cannot use any form of the verb 'to be' in the sentences - no is, was, am, are, been, be, being.

Market, sell, products, branded, services, online, retail, buy, luxury, like

Fill in your answer here

6 OPPGAVE

PART 2: PART C (6 points - 1 point per answer)

PART C.

The following sentences all have mistakes. Rewrite the sentences in the free-text box below. Eliminate the mistakes. (6 points - 1 point per answer)

1. What could I have did to improve my design?
2. I think I may had made a mistake in the calculations.
3. I are going for a swim in the pool.
4. He like to work in the IT branch.
5. I don't like the style of these trouser. I will take them back to the shop.
6. Where do I leave my laptop?

Fill in your answer here

PART 2: PART D (4 points - 1 per answer)

PART D. Rewrite the following sentences to be more polite (4 points - 1 point per answer)

1. Meet me now... I have to talk to you about something.
2. Phone me as we need to discuss the sales meeting.
3. Get the figures in to me by Monday by the latest.
4. Get to the restaurant right away, they need you there now.

Fill in your answer here

PART 2: PART E (7 points - 1 per answer)

PART E. Fill in the blanks with the correct form of the verb in parenthesis. Remember that sometimes you will also have to include modals or infinitive markers. (7 points - 1 point per answer)

Over the past 3 years, the sales of electric cars 1 (increase) dramatically in the Norway, whereas the sales of hybrid vehicles and conventional oil-fuelled cars 2 (remain) at the same level. Some of the electric cars 3 (to be) luxury brands, whereas others cater to families and couples or small households. Electric cars are 4 (power) using electricity. The cars can easily be ___5___ (plug) into chargers at charging stations. Conventional engines are of course fuelled by oil power. Oil ___6___(to be) a non-renewable fuel. We will all ___7___ (need) to make a switch to alternative energy sources in the future.

Fill in your answer here

9 OPPGAVE

PART C: Part A (15 Points)

PART C: Part A (15 Points)

In a brief essay of 6 to 10 complete sentences, describe some of the features of a good business presentation?

Fill in your answer here

10 OPPGAVE

PART 3: Part B (15 Points)

PART 3: Part B (15 Points)

Write a brief email based on the following prompt. The email should be clear, well-written and follow English usage and politeness conventions.

You are a new estate (property) agent working for the Halifax branch of the William H. Brown estate agency chain. You have to write a short email addressed to the existing list of 250 contacts in which you explain;

- who you are
- the role you will fill
- the region or office area you will cover
- you will take over the role from the previous estate agent, Joe Greggs, who is now retiring from the business.

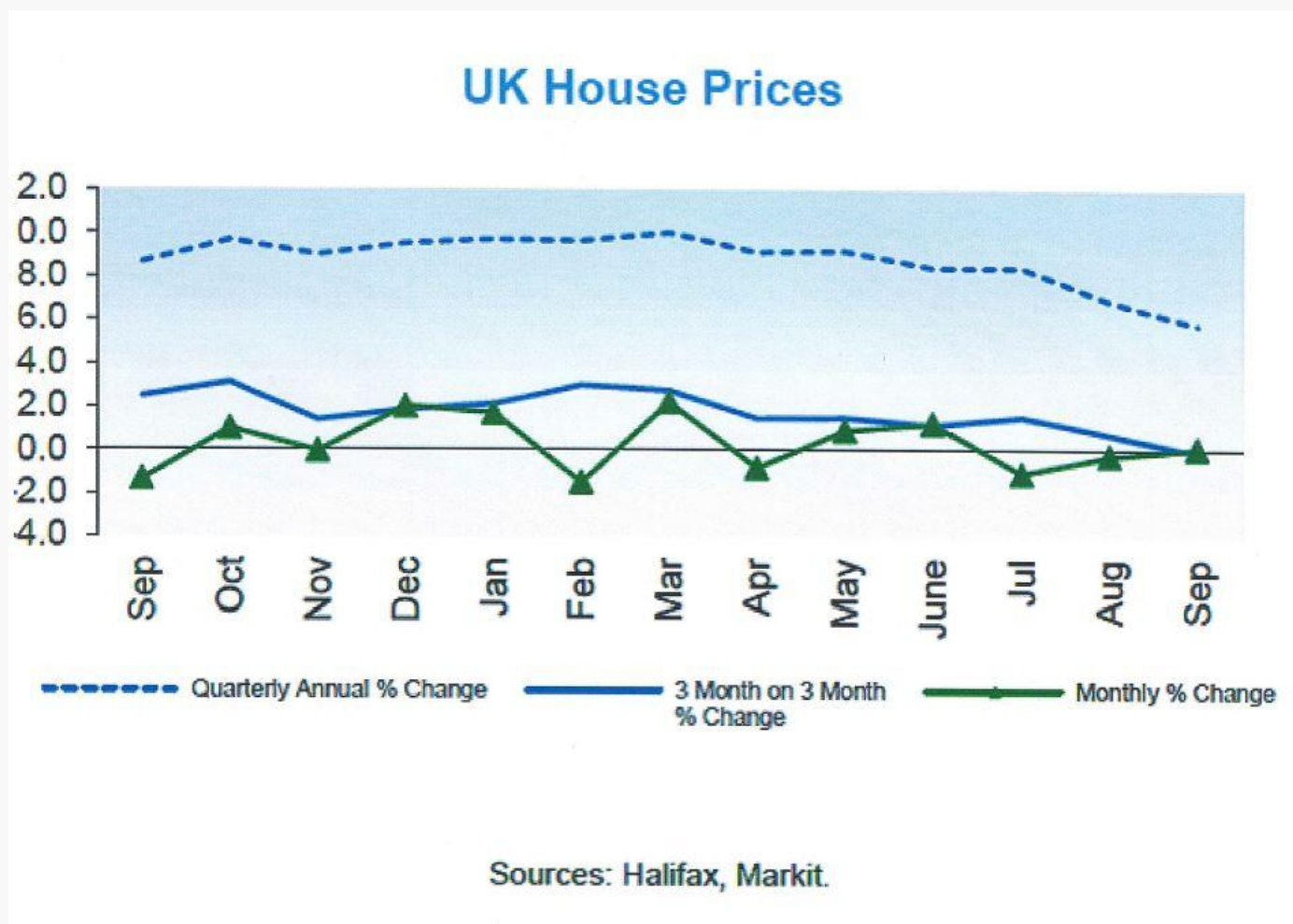
- That your new contact details are as shown in the address block below.

Make up all information necessary to complete this task.

Fill in your answer here

11 OPPGAVE

PART 3: Part C (15 points)



Write a 5-8 sentence description of the graph.

Fill in your answer here