



English case exam – level C.

Class: HG2Y

Teacher: Mikael Højbjerg

June 2010

Task 1: Company presentation

Task 2: E-mail

Task 3: Racial issues

Task 4: Job interview

Task 5: Enquiry

Task 6: An advertisement

Task 7: Individual presentation

Task 1: Company presentation

You have just finished your apprenticeship with Kvickly in Esbjerg, and your manager has asked you to make a presentation about the company for students at Esbjerg Handelsskole. You are going to tell about the history, the products, the staff, career opportunities and what you think is important to know. Your manager also wants you to make a brochure telling about Kvickly as a place of work. This brochure is going to be handed out after your presentation.

- **At the exam you are going to make an oral presentation about Kvickly using an electronic presentation programme or an OHP.**
- **You are also going to show your brochure.**

Task 2: E-mail

SuperBrugsen has recruited a number of new trainees. The company has decided to invite the trainees to a seminar in Copenhagen where they are going to learn about their new place of work. As a marketing assistant your manager has asked you to write an E-mail to the trainees inviting them to the seminar. Your E-mail should include information such as:

- Why you have arranged the seminar
- What they are going to experience at the seminar
- Where and when it is going to take place
- Information that might be relevant to the trainees.

Tell about formal and informal ways of communicating. Give examples of how we communicate both in business and in private life.

- **At the exam you are going to present your E-mail using an electronic presentation programme or an OHP. Furthermore you should tell about formal and informal communication.**

Task 3: Racial issues

Coop has found out that one of the stores in Esbjerg has never hired a person of a different ethnic background even though the store has received several applicants from this particular group. Your job is to confront the manager with this problem and discuss what can be done.

- **At the exam you are going to tell how you will approach the manager and how you expect the manager to respond.**

Task 4: Job interview

You are going to a job interview in Kvickly, Esbjerg. You really want to be hired as their new apprentice, and therefore you prepare yourself thoroughly for the interview. You reread your job application and CV and try to find out why they have chosen you as a potential employee.

- **At the exam you are going to show your job application and CV and tell why you think Kvickly has chosen you as a potential employee.**
- **Furthermore you will be interviewed by your teacher. You could be asked the following types of questions:**
 - 1) What is your work experience?
 - 2) Which subjects have you learned that are relevant to the job?
 - 3) Why are you looking for this particular job?
 - 4) Why should they hire you rather than someone else?

Task 5: Enquiry

At a trade fair in London you have a meeting with a potential English supplier of sausages. Coop needs a new supplier of sausages, and you have been asked to write an enquiry to the English company. In your letter you should ask for prices and conditions of delivery and payment.

Write a letter to the English supplier.

Sender:

Coop Danmark A/S

Roskildevej 65

2620 Albertslund, Denmark

Mr. Per Jensen, Import assistant

Recipient:

London Sausages

8 Prince Road

GB-Oxford OX2 7B2

Mr. John Henman

- **At the exam you are going to show your letter using an electronic presentation programme or an OHP.**

Task 6: An advertisement

Kvickly wants you to come up with ideas for products that could be promoted in the next edition of “Samvirke”. Therefore you make an advertisement sketch showing your ideas. Please use the AIDA model when making the advertisement.

- **At the exam you are going to tell about your ideas and how you have structured your advertisement. Use the AIDA model and state your reasons for your use of colors, pictures, fonts etc..**

Task 7: Individual presentation

At the annual summer party for all employees in your store it is your turn to tell about something which you are interested in. Make a presentation of your individual project and be ready to answer questions.

- **At the exam you are going to present your project.**