



## Eksempel på eksamensspørgsmål til caseeksamen

### Engelsk niveau E, TIVOLI 2004/2005:

#### Opgave 6: Advertisement

To attract more foreign visitors, Tivoli has decided to advertise in a British traveller's magazine.

Make an advertisement presenting Tivoli as an amusement park. In your advertisement, you should consider target group, colours, font and graphic elements. Show the advertisement at the exam.

#### Opgave 7: Role play

You are guide in Tivoli. You meet a group of English-speaking people at the entrance. They have never visited Tivoli before. Your job is to guide them around Tivoli where you show them at least three amusements and a restaurant that you find interesting. Give a short presentation of the amusements and the restaurants. You may use the Tivoli map that you find on <http://www.tivoli.dk>.

### Engelsk niveau D, TIVOLI 2004/2005:

#### Opgave 6: Advertisement

To attract more foreign visitors, Tivoli has decided to advertise in a British magazine or newspaper.

- Make an advertisement presenting Tivoli as an amusement park. In your advertisement, you should consider target group, colours, font, graphic elements and choose a relevant magazine or newspaper. Show the advertisement at the exam.

#### Opgave 7: Role play

You are guide in Tivoli. You meet a group of English-speaking people at the entrance. Your job is to guide them around

Tivoli where you show them at least three amusements and a restaurant that you find interesting. Give a short presentation of the amusements and the restaurant. You may use the Tivoli map that you find on <http://www.tivoli.dk>. Before you start your guided tour, you are required give a short presentation of Tivoli.

### **Engelsk niveau C, TIVOLI 2004/2005:**

#### **Opgave 6: Advertisement**

To attract more foreign visitors, Tivoli has decided to advertise in a British magazine or newspaper.

- Make an advertisement presenting Tivoli as an amusement park. In your advertisement, you should consider target group, colours, font, graphic elements and choose a relevant magazine or newspaper. Show the advertisement at the exam using an overhead projector or an electronic presentation programme.

#### **Opgave 7: Role play**

Tivoli is looking for a new sponsor, and a company “Flower-Power” has shown interest in sponsoring the flower arrangements in Tivoli. You have invited Flower-Power’s management to a meeting in Tivoli where you:

- make a presentation of Tivoli as a company and brand
- explain what Flower-Power can gain from being a sponsor
- answer relevant questions from Flower-Power

At a group exam, you will play the roles. At an individual exam, your teacher will play the role of the company Flower-Power.

### **Engelsk niveau E, JYSK 2005/2006:**

#### **Opgave 6: Visions and values**

JYSK has a company strategy including visions and values.

- Make a presentation of the company strategy and give a description of the visions and values.

- What do you think of the company values? Which values are important to you in your future job?

**Opgave 7: Foreign visitors**

A group of employees from the Canadian branch of JYSK is visiting Denmark. Your job is to organise their stay in Denmark. As an employee of JYSK you are aware that the company has business relations with Larsen Hotel og Kroferie.

- You are to organise a weekend trip for the Canadian visitors. The weekend trip should include a guided tour of a Danish city.
- At the exam, you will present the weekend trip and explain the reasons for your choices.

**Engelsk niveau C, JYSK 2005/2006:**

**Opgave 6: Visions and values**

JYSK has a company strategy including visions and values.

- Make a presentation of the company strategy and give a description of the visions and values. State your opinion.
- Give examples of other companies that have implemented company values. State your opinion.

**Opgave 7: Documentation**

The HR department of JYSK has invited you to an interview as they want to make plans for your further education at JYSK. They have asked you to bring your portfolio from business school.

- Choose two things from your portfolio and present them to the interviewer. Explain how you have worked with them and what you learnt. At the exam, your teacher will be the interviewer.

**2. fremmedsprog niveau F, JYSK 2005/2006:****Opgave 6: Miljø**

“Eine erfolgreiche Geschäftsentwicklung im Einklang mit der Umwelt – für uns kein Gegensatz”, skriver JYSK på sit tyske websted ([www.daenischesbettenlager.com](http://www.daenischesbettenlager.com)).

- Redegør i den forbindelse for, hvordan JYSK tager hensyn til miljøet, for eksempel i forbindelse med anvendelsen af tropisk hårdtræ til produktion af havemøbler.

**Opgave 7: Sponsor for Dansk Handicap Idrætsforbund**

I Danmark støtter JYSK Dansk Handicap Idrætsforbund.

Redegør i den forbindelse for følgende:

- Hvad var det, der fik JYSK til at indgå en sponsoraftale med netop handicapidrætten?
- Hvad betyder sponsoratet økonomisk for JYSK?
- Hvilken betydning har sponsoratet for JYSK's image i offentligheden?

**2. fremmedsprog niveau E, JYSK 2005/2006:****Opgave 6: Miljø og etik**

“Eine erfolgreiche Geschäftsentwicklung im Einklang mit der Umwelt – für uns kein Gegensatz”, skriver JYSK på sit tyske websted ([www.daenischesbettenlager.com](http://www.daenischesbettenlager.com)).

Redegør i den forbindelse for følgende:

- På hvilken måde tager JYSK hensyn til miljøet, for eksempel i forbindelse med anvendelsen af tropisk hårdtræ til produktion af havemøbler?
- Beskriv det etiske grundlag, som JYSK bygger sin virksomhed op omkring, og hvad dette betyder for JYSK's image i offentligheden.

**Opgave 7: Sponsor for Dansk Handicap Idræt**

I Danmark støtter JYSK Dansk Handicap Idrætsforbund.

Redegør i den forbindelse for følgende:

- Hvad var det, der fik JYSK til at indgå en sponsoraftale med netop handicapidrætten?
- Hvad betyder sponsoratet økonomisk for JYSK?
- Hvilken betydning har sponsoratet for JYSK's image i offentligheden?