



: student's name
: Student ID

Exam for the second
semester for open
education students For
the academic year
2021/2022

University of Damascus
Faculty of Economics
open education system
Small and Medium Enterprises
Management Program

Answer the following questions:

First question:

(20 mark- 2mark for each point and 6marks for explanation)

List inner qualities of a good business letter and explain one of them.

- (i) **Simplicity** - Simple and easy language should be used for writing businessletters. Difficult words should be strictly avoided, as one cannot expect the readerto refer to the dictionary every time while reading a letter.
- (ii) **Clarity** - The language should be clear, so that the receiver will understand themessage immediately, easily and correctly. Ambiguous language createsconfusion. The letter will serve the purpose if the receiver understands it inthe same manner in which it is intended by the sender.
- (iii) **Accuracy** - The statements written in the letter should be accurate to the best ofthe sender's knowledge. Accuracy demands that there are no errors in the usageof language - in grammar, spellings, punctuations etc. An accurate letter is alwaysappreciated.
- (iv) **Completeness** - A complete letter is one that provides all necessary informationto the users. For example, while
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sending an order we should mention the desirable features of the goods, i.e., their quality, shape, colour, design, quantity, date of delivery, mode of transportation, etc.

(v) Relevance - The letter should contain only essential information. Irrelevant information should not be mentioned while sending any business correspondence.

(vi) Courtesy - Courtesy wins the heart of the reader. In business letters, courtesy can be shown/expressed by using words like please, thank you, etc.

(vii) Neatness - A neat letter is always impressive. A letter either handwritten or typed, should be neat and attractive in appearance. Overwriting and cuttings should be avoided.

Second question:

(15mark - 3 marks for each one)

What are the basics to consider when communication?

- Determine the purpose of your communication.
- Identify your audience.
- Consider what your audience needs to hear in order for your communication to be effective.
- Develop your message in a clear, concise and logical manner.
- Maintain a positive attitude throughout your communication.

Third question:

(8 marks- 2 marks for each one)

What definitions should you keep in mind when communicating?

- 1- Legal – permitted by law.
- 2- Ethics – moral principles or standards.
- 3- Slander – orally defaming an individual's character.
- 4- Libel – defaming an individual's character in writing.

Fourth question:

(22 mark- 2marks for each one)

What are the reasons for choosing written communication?

- 1- Conveying complex information
- 2- Reaching your intended receiver
- 3- Providing proof of the communication
- 4- Ensuring confidentiality of information
- 5- Providing convenience for your reader
- 6- Expediting the response to the communication**
- 7- Planning your message
- 8- Saving time and money
- 9- Stressing the importance of the communication
- 10- Aiding in the distribution of information to several individuals
- 11- Translating international communications

Fifth question: (17 mark- 2marks for each point and 5marks for explanation)

What are the six tests of effective correspondence and explain one of them.

- 1- Courteous – a courteous communication is polite, tactful, friendly and “reader-centered.” Carefully choose your words by avoiding words to which you yourself would react unfavorably. Good manners are good business. If a word produces a negative feeling for you, do not use it when writing to others.
- 2- Clear – clear writing is easy to understand. That your message can be understood is not enough – you must strive to write so that your message cannot possibly be misunderstood.
- 3- Complete – a complete communication contains all the essential information needed by the reader for action. For example, the request, “Please send me some paper,” cannot be acted upon because it is incomplete. The reader needs to know how much, what size, what type, etc. before supplying the paper. A good way to test for completeness is to ask whether your message answers the

five **W**s and one **H**: Who? What? Where? When? Why? And How? In replying to a message, be thorough in answering all the questions asked. You may even anticipate the reader's reaction by providing other relevant information.

- 4- Concise – a concise communication uses as few words as possible to communicate the message in a clear, courteous and complete manner. Being concise is saying what you have to say in the fewest possible words, and no more. Do not leave out important facts, but try to omit irrelevant details. In short, eliminate unnecessary words, phrases and sentences, and try to get to the point.
- 5- Correct – a correct communication is correct in every way. You need to verify:
 - a- Typographical errors – errors in spelling, capitalization and punctuation, and errors in spacing and alignment.
 - b- Failure to check reference sources – names spelled incorrectly, dates and figures not verified, information incomplete, capitalization and punctuation misapplied.
- 6- Consistent – consistency is closely related to correctness. Use similar formats and styles throughout your document: do not mix and match them. For example,

when using the date format "January 3, 1969", use the same format throughout the document when it comes to providing dates.

Sixth question:

(18mark- 1.5 mark for each point)

You have the following form for a blank commercial letter:

Required:

Arrange the Sections of this letter in the correct order:

Format of a Business Letter

| | | | |
|------|------------------|----------|--------|
| Tel. | Name of the firm | E-mail: | |
| Fax. | Postal Address | Website: | |
| Ref. | | | Dated: |
| To | | | |

Name and
address of the person to whom letter is sent

Subject:

Salutation,

Opening part

Main part

Concluding part

Complementary close

Signature
(name)
Designation

Enclosures
CC-
PS-

The end
With best wishes for success

Course professor
Dr. Mahmoud Kadalem

