

مراكات

: student's name	Exam for the	University of Damascus
: Student ID	complementary course for	Faculty of Economics
	open education students	open education system
	For the academic year	Small and Medium Enterprises
	2022/2023	Management Program

First question: (15 mark)

Is the statement given below correct? If it is wrong, please write the correct sentence about business letters:

(IN business letters: We communicate our feelings, thoughts etc. to our friends and relatives through letters...)

The statement is wrong

((business letters may be defined as a media or means through which views are expressed and ideas or information is communicated in writing in the process of business activities)).

SECOND question: (22 mark)

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

Third question: (15 marks)

Writing is a building process made up of several simple steps to compose a message, List this steps

- Choosing words
- Assembling the words into phrases.
- Connecting the phrases to form sentences.
- Grouping the sentences into paragraphs
- Organizing the paragraphs into a coherent message.



Fourth question: (25 mark)

What is active listening and how does this listening help you, and what are its barriers?

Active listening: focusing your attention on the speaker and the message.

- Gaining new information and ideas.
- Making decisions.
- Understanding clarifying and resolving issues and problems.
- Developing relationships cooperation and teamwork.

The barriers:

- Lack of concentration
- Assumptions
- Biases and prejudices.
- Selective listening.
- Distractions.

fifth question: (23 mark)

What are the purpose of persuasive requests, and what are the guidelines for these requests?

A persuasive requests is a type of letter that attempts to persuade the reader to spend time or money or to go to some trouble to help the writer usually without benefit to the reader.

- Begin with an appeal that will interest the reader.
- Follow through with the reason for the request.
- State the request in definite and specific terms.
- Stimulate action with closing remarks.
- Reflect an optimistic outlook.

**Questions are over
With best wishes for success**

**Course professor
Dr. Mahmoud Kadalem**

