

: student's name  
: Student ID

Exam for the first  
semester for open  
education students For  
the academic year  
2022/2023

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

Answer the following questions:

**First question:**  
explanation)

(20 mark- 2mark for each point and 10 marks for

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

(i) Quality of paper - The paper used should be in accordance with the economic status of the firm. Now-a-days the cost of paper is very high. Therefore, good paper should be used for original copy and ordinary paper may be used for duplicate copy.

(ii) Colour of the Paper - It is better to use different colours for different types of letters, so that the receiver will identify the letters quickly and prompt action can be taken.

(iii) Size of the paper - Standard size paper (A4) should be used while writing business letters. The size of the paper should be in accordance with the envelopes available in the market.

(iv) Folding of letter- The letter should be folded properly and uniformly. Care should be taken to give minimum folds to the letter so that it will fit the size of the envelope. If window envelope is used then folding should be done in such a way that the address of the receiver is clearly visible through the transparent part of the envelope.

(v) Envelope - The size and quality of the envelope also need special attention. The size of the letter should fit the size of the letters. Business firms use different types of envelopes i.e., ordinary envelope, window envelope, laminated envelope etc. In window envelope there is no need

to write the address of the receiver separately on the envelope. It is clearly visible through the transparent part on the face of the envelope, which may be called as window. In laminated envelope a thin plastic sheet or cloth is pasted on the inner side that gives extra protection to letters from being damaged during transit.

**SECOND question:**

(8 marks- 2 marks for each one)

**To write successful sales letters, writer must remember some principles: what are these principles?**

*Know your products and services*

*Know your potential customers*

*Know how sales are made*

*Remember the basics of effective writing*

**Third question:**

( 8 marks- 2 marks for each one)

**What are the barriers to effective listening?**

A-Lack of concentration

B-Assumptions

C-Biases and Prejudices

D-Selective Listening

**Fourth question:**

( 22 mark- 2 marks 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:**

( 15 mark- 3 marks for each one)

**Workers today have to deal with many challenges affecting Communications: List five of these challenges**

- Increased USE of technology
- Increased global competition
- Restructured management and/or product/service lines
- Increased quality emphasis and customer focus
- Increased focus on legal and ethical problems

### **sixth question:**

( 7 marks- 3 marks for definition and 1 mark for each points )

**define active listening and what is its benefit?**

**A-Defining active listening** – focusing your attention on the speaker and the message.

- 1- Gaining new information and ideas.
  - 2- Making decisions.
  - 3- Understanding, clarifying and resolving issues and problems.
  - 4- Developing relationships, cooperation, and teamwork.
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**Seventh question:**    **Multiple Choices:**    **(20mark)**    **(2 marks for each question)**

- 1 Accuracy as one inner qualities means:
  - a. Simple and easy language should be used.
  - b. The language should be clear.
  - ☒ c. The statements written in the letter should be accurate
  - d. All of the above.
  - e. None of the above.
- 2 The various outer qualities of a good business letter are:
  - a. Simplicity.
  - b. Clarity.
  - ☒ c. Envelope.
  - d. All of the above.
  - e. None of the above.
- 3 The date as one parts of business letter is written on:
  - ☒ a the right hand side corner after the heading.
  - b the right hand side corner before the heading.
  - c the left hand side corner after the heading.
  - d None of the above.
  - e Just a+b
- 4 The greatest change that influenced the communication process is:
  - ☒ a technology.
  - b Increased global competition.
  - c Increased focus on legal and ethical problems.
  - d All of the above.
  - e None of the above.
- 5 To develop your communication ability, you must do this things:
  - a Analyze good and bad examples of communication.
  - b reading good business letters.
  - c Use the principles and techniques of good communication.
  - ☒ d Just a+c
  - e All of the above.
- 6 As you communicate your goals may be one or more than one of the following:
  - a To inform
  - b To request
  - c To persuade
  - ☒ d All of the above.
  - e None of the above.
- 7 When communicating, keep these definitions in mind:
  - a Legal - permitted by law.
  - b Ethics - moral principles or standards.
  - c Slander- orally defaming an individual's character.
  - ☒ d All of the above.
  - e None of the above.

- 8 In order to be an active listener, you will need to do the following:
- a Paraphrase what the speaker has said
  - b Analyze the nonverbal clues
  - c Provide feedback to the speaker
  - ☒ d All of the above.
  - e Just b+c
- 9 Business messages can be grouped in roughly 3 categories:
- a Positive communication
  - b Negative communication
  - c Persuasive communications
  - d Just a+b
  - ☒ e All of the above.
- 10 You must try to make your writing clearer and more effective for your reader by using these kinds of words:
- a Simple words that the reader will understand.
  - b Concise words that do not waste the reader's time.
  - c Conversational words that avoid trite expressions.
  - ☒ d All of the above.
  - e None of the above.

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

**Course professor**  
**Dr. Mahmoud Kadalem**

