

مراجعات

: student's name
: Student ID

Exam for the second
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: (15 mark)

What are the approaches for writing reports, (with explanation)

- a- **Persuasive approach:** when you believe that the reader has a positive, negative or indifferent attitude towards the subject of your report you must use the persuasive approach.
- b- **Direct approach:** when you think the reader will receive the information positively, where you present the purpose at the beginning of your report.
- c- **Indirect approach:** when you think the reader might be indifferent or even negative to the information you are presenting you must include details that create a hook to stimulate interest so the reader will continue reading.

SECOND question: (12 mark)

Why are sales letters an effective selling tool?

one reason is **cost** the cost of writing producing and mailing a large quantity of sales letters is less than the cost of reaching the same number of prospects by producing and buying time for a radio or television commercial or producing and buying space for a newspaper or magazine advertisement.

Sales letters can allow the seller to be selective in targeting the audience.

Third question: (8 marks)

What are the principles of writing sales letters?

- Know your products and services.
- Know your potential customers.
- Know your sales are made.
- Remember the basics of effective writing.

Fourth question: (20 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.

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

Fifth 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.

sixth question:**Multiple Choices: (20mark)****1 Denotative meanings are:**

- a. Definitions of words given in dictionaries.
- b. Subtle and often emotional meanings.
- c. That become associated with the words.
- d. All of the above.
- e. Just b+c.

2 A dictionary is a:

- a. Word reference book that provides the definitions of words.
- b. Word reference that contains synonyms.
- c. Word reference that contains antonyms.
- d. All of the above.
- e. Just b+c.

3 Homonyms are:

- a. Words that mean the same.
- b. Words that are opposite in meaning.
- c. Words that sound alike but have different meanings and spellings.
- d. None of the above.
- e. Just a+b

4 You may choose to use written communication for a variety reasons:

- a. Conveying complex information.
- b. Reaching your intended receiver.
- c. Planning your message.
- d. All of the above.
- e. None of the above.

5 In Journalistic pattern:

- a. We use direct approach.
- b. The writer presents the reasons that support his view or opinion.
- c. We use indirect approach.
- d. Just a+b
- e. None of the above.

6 In cause and effect pattern:

- a. We use direct approach.
- b. The writer presents the reasons that support his view or opinion.
- c. We use indirect approach.
- d. Just a+b
- e. None of the above.

7 When communicating you must be aware of your legal and ethical responsibilities by:

- a. Being honest in your communication.
- b. Giving correct information.
- c. Include all vital information relevant to the situation.
- 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** Importance of business correspondence:
- a Inexpensive and convenient mode.
 - b Help in maintaining proper relationship.
 - c Serve as evidence.
 - d Just a+b
 - e** All of the above.
- 10** In business letters we:
- a Communicate our feelings and thoughts.
 - b Write letters to supplier of goods.
 - c Receive letters from the suppliers.
 - d All of the above.
 - e** Just b+c.

Questions are over

With best wishes for success

Course professor

Dr. Mahmoud Kadalem

