

Handwritten signature and name in Arabic.

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: student's name

Exam for the second
semester for open
education students

University of Damascus
Faculty of Economics
Open education system

: Student ID

/academic year 2023/2024

Small and Medium Enterprises
Management Program

Answer (five) of the following questions:
(20marks for each question)

1- What is the difference between direct and indirect approach in organizing the message and writing reports?

- Organizing the message:

A-Positive Communications: The Direct Approach – most of the business correspondence that a communicator handles is the daily correspondence that requests or provides information. If the information is routine, simple letters are written or form letters are used. Routine positive letters can be written in a straightforward manner, since they tell the reader what he or she wants to hear. This type of letter can get directly to the point: therefore, the order in which the content is arranged is called the **direct approach**.

B-Negative Communications: The Indirect Approach – the challenging communications in business are those that give the receiver bad news or refuse a receiver's request. Here, your goal is to help the receiver understand and accept the message. These negative communications have to be carefully prepared in order to try and avoid causing anger or loss of the reader's goodwill. The **Indirect Approach** is used.

Writing reports:

B-Direct Approach – When you think the reader will receive the information positively, you should use the direct approach 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.

(درجات لكل مدخل)

2- What are the organization patterns for reports (with the explanation)?

(درجات لكل نمط)

A-Compare-and-Contrast Pattern – In this pattern, which uses the indirect approach, two or more elements are compared for similarities or contrasted for differences.

B-Journalistic Pattern – In this pattern, which uses the direct approach, condenses into short paragraphs that answer the six most common questions: who, what, where, when, how and why.

C-Cause-and-Effect Pattern – This pattern also uses the direct approach and the writer presents the reasons that support his or her view or opinion.

D-Negative Detail – This pattern eliminates all but one of several solutions to a problem by showing how the others do not apply. Present the main idea, follow it with the solutions that have been eliminated (leaving the recommended solution), and end with a conclusion (Indirect Approach).

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

۲-۴-۵ { 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.

4- One of the effective listening techniques is (prepare yourself physically), what are the helpful points in this technique?

- 1- Show alertness through your body language. Let your posture and behavior reflect your interest:
 - a- Face the other person directly.
 - b- Maintain good eye contact.
 - c- Lean forward slightly.
 - d- Be comfortable and relaxed.
- 2- Allow an appropriate physical space between the speaker and you, the listener.

5- You have the following two phrases:(receiver 'shoes) and (speaker 'shoes)

- **What do these two phrases mean? and what is their purpose?**

In **receiver 'shoes**: in writing a letter you try to put yourself in the receiver' shoes and write from the point of view of what the receiver needs and understand.

In **speaker 'shoes**: in listening you need to put yourself in the speaker' shoes in order to understand the message that the speaker is communication.

Their goal is to achieve active listening.

6- What are the parts of a business letter and explain one of them?

Heading. 2- Date. 3-Reference. 4-inside address. 5-subject. 6- Salutation. 7-Body of the letter. 8- Complimentary close. 9- Signature. 10-Enclosures. 11- Copy circulation. 12- Post script.

(The explanation depends on the student himself.)

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

**Course professor
Dr. Mahmoud Kadalem**

