



Faculty of Business & Economics

Department of Business Administration & Marketing
Second Summer Course 2014/2015

Business Communication (BUSA 232)
Midterm Exam

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ANSWER SHEET

37/45

TRUE / FALSE	
1-	f
2-	T
3-	T x
4-	x F
5-	x T
6-	x T
7-	T
8-	f
9-	T
10-	f

MULTIPLE CHOICES	
1-	X I
2-	D
3-	C
4-	Z
5-	Z
6-	Z
7-	D X B
8-	X E D
9-	B
10-	—
11-	C
12-	—
13-	D
14-	B
15-	—
16-	B
17-	—
18-	A
19-	Z
20-	Z
21-	A
22-	C
23-	A
24-	B
25-	C x B

-4

,3

-1

(D)

Q1: Which of the following sentences are true or false? Kindly transfer your answer to the answer sheet. (10 points)

1. In a business environment, expectations regarding time and space don't vary from culture to culture. **F**
2. To draw attention تلفت إنتباه to important ideas in a sentence, they should be placed at the beginning or at the end of the sentence. **T**
3. Topic sentences are usually more specific than support sentences. **T**
4. When communicating with people from different cultures, it is always preferred to use denotative words.
5. When revising مراجعة the work of others, it is preferred to reflect your writing style as long as you are keeping the original writer purpose and emphasis. **T**
6. Summarizing the conclusions of the discussion at the end of a meeting is an inefficient use of time and can easily be avoided. **T**
7. Credibility is hard to earn and easy to lose. **T**
8. A constructive criticism focuses negative attention on the person rather than on the issue/ content. **F**
9. Someone in a low-context culture would most likely في الأغلب say "no" directly. **T**
10. Deciding how best to phrase a request to a coworker for the information that you need to create a proposal is an example of decoding the message. **F**

Q2: Choose the suitable answer for the following sentences, and transfer your answer to the answer sheet (25 points)

- 1) Bias-free language _____.
- A) is often unethical and can obscure the truth
 - B) often makes the speaker or writer sound dictatorial إستبدادي
 - C) avoids words and phrases that unfairly or unethically stigmatize تشوه people
 - D) communicates in terms of the point of view of the audience, using the audience's interests and preferences
 - E) all above

- 2) If you realize you have given your audience incorrect information, the most ethical action would be to
- A) say nothing and hope no one notice
 - B) wait until someone points out the error and then acknowledge the mistake
 - C) post a correction at your website
 - D) contact the audience immediately and correct the error
 - E) make your attorney alert

3) You need to send a persuasive message to a coworker زميل and you want to receive the feedback immediately. Under these circumstances, which of the following would be the best medium for your message?

- A) an email
- B) an instant message
- C) a phone call
- D) a memo
- E) a text message

4) While the _____ stage helps you make a persuasive plan, the _____ stage helps you put the plan into action and draft the message.

- A) analyzing; composing
- B) analyzing; evaluating
- C) composing; analyzing
- D) composing; evaluating
- E) evaluating; composing

5) You are an educational consultant. A local elementary school مدرسة ابتدائية has asked you to submit a recommendation regarding its inefficient and problematic enrollment process. After reviewing the situation it seems that just a few easy and inexpensive changes will result in a much more orderly system. When writing up your recommendation you should _____.

- A) use indirect organization
- B) begin with your main point
- C) build up to your specific recommendation gradually
- D) start your message by providing context for the situation
- E) omit a call to action

6) One of the four goals of delivering تبليغ bad news is to _____.

- A) state the news clearly, yet sensitively
- B) protect the audience's self-esteem by only joking about the news
- C) offend your audience if necessary to get the message across
- D) gloss over على التعتيم the facts that may cause legal complications
- E) budget additional time to re-explain the message

7) Most business messages today aim for a(n) _____ tone.

- A) casual
- B) conversational
- C) abstract
- D) formal
- E) laid-back هادي

8) In a paragraph, the support sentences _____.

- A) need not be connected to the topic sentence
- B) are usually the first sentence of the paragraph
- C) are less specific than the topic sentence
- D) provide examples or evidence for the topic
- E) introduce the topic to be covered

9) Which of the following is an example of communicating?

- A) taking notes in a meeting
- B) emailing your manager to inform him about scheduling issues
- C) maintaining a personal diary
- D) writing a personal travel journal
- E) writing a list of dates to memorize them for an upcoming exam

10) Effective business messages _____.

- A) express abstract ideas
- B) provide practical information
- C) are usually long
- D) do not attempt to influence the reader
- E) are usually informal and impractical

11) Which of the following is the first step in the basic communication process?

- A) The sender transmits the message through a channel.
- B) The sender produces the message in a medium.
- C) The sender has an idea.
- D) The sender writes the message.
- E) The sender organizes the message.

12) The _____ is interactive, conversational, and usually open to all who wish to participate; audience members are not passive recipients of messages but active participants in an endless conversation.

- A) publishing mindset رأي
- B) basic eight-step communication process
- C) social communication process
- D) spreading mindset
- E) Business Communication

13) When a paragraph is to be developed, by providing examples of a general idea, which of the following methods should be used?

- A) contrast

- B) comparison
- C) cause and effect
- D) illustration
- E) repetition

14) In high-context cultures, _____.

- A) people rely less on circumstances surrounding the message to convey meaning
- B) the primary role of communication is to build relationships
- C) people rely less on the explicit content of messages to convey meaning
- D) the conveyed meaning is encoded into the message itself
- E) people rely less on signals to convey meaning

15) Which of the following is a guideline for improving intercultural communication?

- A) consider aspects like personal appearance when trying to judge a person.
- B) be flexible and be prepared to change your habits and attitudes.
- C) avoid using sources like travel guidebooks to learn about a culture.
- D) always assume that others will think, believe, and behave as you do.
- E) do not tolerate ambiguity of any kind.

16) When writing for multilingual audiences, you should _____.

- A) use slang and jargon *اللغة العامية*
- B) use figures instead of spelling out numbers
- C) not use transitions
- D) use abbreviations generously
- E) use long paragraphs and sentences

17) Tala is the manager at a product development facility. Her team has just been given a new assignment and she needs to hold a meeting to tell the team about it and discuss possible approaches to the assignment. To achieve this, Tala needs to hold a(n) _____.

- A) informational meeting, because he is conveying information about the assignment
- B) feedback meeting, to discuss the individual performances of the employees
- C) one-on-one meeting with every team member to tell them their responsibilities
- D) decision-making meeting, because the meeting will cover all possible actions
- E) review meeting, because the team will need to review its previous performance

18) Sami is at a technical seminar on biotechnology. Though he is supposed to be taking notes, his mind begins to wander. He only begins to pay attention again when the speaker turns the discussion to cloning, because he has an interest in the subject. Which of the following describes Sami's type of listening?

- A) selective listening
- B) content listening
- C) empathic listening
- D) active listening
- E) critical listening

20) Which of the following is proper etiquette during a business meal?

- A) only answering urgent calls during the meeting and excusing yourself first
- B) discussing subjects like politics or religion at the beginning of the meal
- C) making conversation by asking personal questions including how much the person's salary is
- D) beginning with business at the beginning of the meal without asking how your day went
- E) using a mobile phone for other business calls

21) The key to hearing accurately is focus. Which of the following is recommended for better focus?

- A) looking at the speaker
- B) multitasking while listening to what is being said
- C) discussing the topic with other listeners
- D) thinking about what has been previously said
- E) browsing the Internet for similar topics while listening to the speaker

22) A colleague stops by your desk and asks if you have some time to help her right now. You reply, "Sure."

Which of the following nonverbal signals would most likely support your affirmative verbal response and give the impression that you would prefer to help her?

- A) continuing to stare at your computer screen
- B) sighing التنهد
- C) smiling
- D) singing الغناء
- E) tensing up your body توتير الجسد

23) When nonverbal signals reinforce your words, _____.

- A) listeners remember what you say better
- B) your audience will not have confidence in your words
- C) your nonverbal communication carries less weight than your words
- D) you undermine your persuasiveness
- E) your cues/ signals conflict with your message

24) In today's business world, learning about other cultures is _____.

- A) optional
- B) necessary
- C) not required
- D) ill-advised غير حكيم
- E) interesting but of no real business concern

25) Which of the following transitions are used when you want to use similarities or differences to develop the main idea in a paragraph?

- A) afterwards, meanwhile
- B) likewise, similarly
- C) therefore, thus
- D) in fact, indeed
- E) in other words, again

Q4. Please answer the following questions:

- A. Sameer works in a team of three. Sameer is upset at one of the team members, Tamer, because Tamer is always tardy (late for meetings), skips meetings without informing the team and his lack of effort in submitting the material on time. Please compose a memo from Sameer to his colleague Tamer. (10 points)

From: Mr. Sameer

To: Mr. Tamer

Date: 13/8/2018

Subject: Late for meetings

Dear Mr. Tamer,

I write to you to give some ^{point to you} attendance, ~~I~~ am happy to work with you, but I please to give us more performance and to be more responsible.

So when we work together you should to respect and give us all you can, the time is very important and we should to respect it don't be late in meeting or if you have any reason to late inform us do not ignore us, and the material we ask to from you should be with us on time, that all impact reflect the success of our organization and reflect the success in us. thank you at all and you can call me at this number 0597899789 in order to discuss that

Sincerely ✓

Mr. Sameer

Your coworker

10

B. Please rewrite the following memo.

'Sup Sameera, I am very annoyed with u. You are a terrible landlord.....I hate living in your house bcoz its old and everything is broken or keeps breaking..... paying u way too much \$\$\$ to live here. You never fix anything and all this stuff is broken.... I told you one million times to fix my broken sink and you did not do anything. The window for the veranda is broken and you also did not fix that yet and I don't know when u can get around to fixing it...

I informed you the window was broken from three months ago and you still did not do anything. I want to leave this gross house and I am not going to pay you the rent for augut since you did not fix these things. Why should I pay you if you are going to keep everything broken for me? I found a new house for september 1 and I am leaving,,,

g luck finding someone to rent this house with all the broken things. so you know, the front door handle is broken too but who caresthat was my fault but since everything here is broken, it does not matter if I break 1 more thing right? Adios. (10 points)

Dear Sameera ✓

I write to you a letter in order to give you some evidence of what I would like to leave your house and I should not to pay Adixed payment that you ask to. ✓

Your house is so old and every thing in it broken I become board from it and your ignoring me, thank you for every thing and I please to be more kindly with your customer,

Sincerely, ?

Thank You,

Best Regards,

3. Please list what is wrong with the following memo: (5 points)

Hello Colleagues,

Please meet us in BUSA room 223, Friday to discuss the new budget and what you need for this month.

Sincerely,

Your Manager

Put name

*Rajai Abu Khattab
Manager*

Its too short

not support the important of the meetings

the time of meetings ✓

any should give some supports ✓

Good Luck

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