

Faculty of management & Finance
Course No: MAN 3305
Course Title: Business Communications
Date: 13 Jan 2014
No. of Questions: 15



Final Exam
1st Semester 2013/2014
Total Grade: 60

Lecturer Name: Mr. Yousif Alagha
Dep./Specialist: Management & IT
Using Dictionary (NO)
Using calculator: (NO)
Time: 2 Hours

Student name: _____

Student No.: _____

Dear students,

First of all you should to read carefully through all the exam questions, and then you have to attempt the questions that you think you can answer completely.

This exam contains four questions, questions one consist of seventeen multiple choice questions, both of two and three questions consists of three multiple choice questions, while question four consist three branches, and therefore you have to attempt only the required of each questions.

Any student answer more than the required, this will not be marked.

Moreover, student whom answers chose the best alternative without provide explanation to support his argument, this will not support him.

Students whom did not attend the midterm exam, and their exclusion had been approved are required to answer all the questions and its branches.

Good luck & best wishes

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For instructor use only:

Notes:

Signature, _____

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Question One: Seventeen branches

(35 Marks)

Choose one of the listed alternatives that best completes the statement, and then explain your point of view regarding your answers. Attempt twelve (12) branches only.

1. Which of the following would be best to include in an email to your boss suggesting the idea?

- A. I think a flex-time schedule would be good for me.
- B. Flex-time would give me more free time.
- C. I bet everyone would love having a more flexible schedule instead of the forced 9-5 work schedule.
- D. In other offices, the flex-time schedule has increased productivity and decreased turnover.
- E. It would make people happy if they could leave work early.

Answer

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2. An advertisement for an SUV that emphasized the model's high crash test ratings and rollover test results would be appealing to the audience's desire for _____.

- A. self-esteem
- B. love
- C. safety
- D. belonging
- E. self-actualization

Answer

3. You want to postpone a meeting to a week later than arranged, and plan to send an email to notify participants about this change. In the context of this message, which of the following best articulates a benefit for the audience?

- A. I would really appreciate it if we could meet next week instead.
- B. If we can meet next week, the data you are interested in will be ready and we can discuss that as well.
- C. If you can reschedule it, it will enable me to honor my other commitment, and have our meeting too.
- D. The meeting with you isn't very time-sensitive, so I'm sure you won't mind postponing it since it would really help me out.
- E. Yes, I know it may be inconvenient for you but it's really the only way I am able to juggle everything.

Answer

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4. You want to convince your boss to implement a procedural change in your department. Which of the following best constitutes a concession in the context of such a message?

- A. The changeover may cause some minor initial delays, but in the long run, this shift will increase the speed of transactions by approximately 50 percent.
- B. This changeover will require some additional training, and I know that we don't have the budget for that right now.
- C. I can't understand why you think this change might involve a high price tag, because it can actually be accomplished for almost no expense whatsoever.
- D. Implementing this change would not require the system to be shut down during business hours.
- E. This change will be beneficial for the company in terms of profit.

Answer

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5. Which of the following types of communication typically requires persuasion to influence and motivate the audience?

- A. handling routine customer claims
- B. designing work schedules
- C. preparing sales reports
- D. writing job application letters
- E. writing for-your-information messages

Answer

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Student name: _____

Student No.: _____

6. Argumentation is defined as _____.

- A. strengthening a weak position by overstating your case, diverting attention from problems, or even attacking an opponent
- B. making your audience believe you have expertise and are trustworthy based on your knowledge, character, reputation, and behavior
- C. a person with a reputation for honesty losing credibility by making statements that prove to be untrue or making promises that are not fulfilled
- D. changing the mind of someone who is deeply interested in an issue, including people committed to an opposing point of view
- E. taking a position, supporting the position with reasons, and then documenting those reasons with evidence

Answer ☐

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7. Email recommendations written using direct and indirect organization have notable differences, but they also contain many similar elements. Which of the following is a similarity?

- A. Both position the recommendation in the same place.
- B. Both omit mention of potential objections.
- C. Both specifically identify the proposal in the subject line.
- D. Both begin with information putting the situation in context.
- E. Both conclude with a call to action.

Answer ☐

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8. Emphasizing how your product or service meets your audience's needs is part of which aspect of the AIDA approach for organizing sales messages?

- A. grabbing your audience's attention
- B. creating a sense of desire in your audience
- C. making it easy for the audience to act
- D. building your audience's interest
- E. letting your audience know how to respond

Answer

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9. Which of the following is a way in which an effective team leader motivates people to commit to their team?

- A. reminding team members that if they meet their annual goal they will be eligible for year-end bonuses
- B. not acknowledging efforts of team members unless they display extraordinary performances
- C. trying to convince an unhappy team member that she is wrong to feel excluded from the decision-making process
- D. overlooking a team member's frustration about issues on the latest project
- E. being strict about meeting schedules and not allowing team members to fulfill other obligations such as their responsibilities at home.

Answer

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10. The purpose of all of the following presentations is to convince the audience to do something EXCEPT

- A. persuasive presentation
- B. informative presentation
- C. sales presentation
- D. business plan presentation
- E. new product development presentation

Answer

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11. Before you begin thinking about what you want to say to your audience, you need to ask yourself all of the following EXCEPT

- A. "Where should I collect my supporting facts?"
- B. "Why would anyone want to listen to my presentation?"
- C. "What is the purpose of my presentation?"
- D. "What do I want the audience to do after they leave the presentation?"
- E. "What would the audience gain by attending the presentation?"

Answer

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12. A(n) _____ is a presentation used to teach your coworkers how to perform a task at which you are an expert.

- A. external presentation
- B. informative presentation
- C. educational presentation
- D. persuasive presentation
- E. sales presentation

Answer

13. If you don't know the answer to a question, _____.

- A. don't admit it
- B. try to bluff your way to an answer and then move on
- C. acknowledge that you don't know it but offer to find out the answer
- D. laugh at the question and say you're not taking any questions now
- E. say, "That's a really good question," and change the subject without answering it

Answer

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14. When presenting as part of a team, _____.

- A. share the floor with your co-presenters
- B. interrupt your co-presenters if a relevant point occurs to you
- C. don't wait for your co-presenter to ask for help; jump in if you suspect he or she is in trouble
- D. try to get more "air time" than your co-presenters to impress your superiors
- E. don't worry about time limits - someone else will take care of it

Answer

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15. In order to become a good global communicator you should _____.

- A. remember that the U.S. is the center of the world
- B. not trust books or movies to give you an accurate picture about other cultures
- C. take into account all components of the regional culture
- D. use slang and contractions
- E. use long paragraphs to get the point across

Answer

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16. Samy purchased an MP3 player at a large electronics retailer. When his device stopped working he emailed the store to inquire about a repair or replacement device. Samy received a reply from a customer service representative, thanking him for his inquiry and resolving to try to help him. The representative stated that it might be the manufacturer, not the store itself, who should handle this type of problem. She thanked him again for his business and encouraged him to continue shopping at the retailer. Which of the following statements accurately describes the customer service representative's job of delivering bad news?

- A. Her message was insensitive and likely offended Samy.
- B. Her message provided all the required information to Samy.
- C. Her message was unclear and will likely result in further communication from Samy.
- D. Her message effectively balanced all four goals of communicating bad news.
- E. Her message is using the technique of refutation to convey the bad news.

Answer

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17. When you must present hard facts to an audience, _____.

- A. let the data drive the presentation
- B. a skillful presenter can always make attractive photos and memorable quotes do a better job of this than dry, boring charts
- C. include every chart you are able to create
- D. add a chart only if it reinforces a point you are making
- E. there is no way to get around boring your audience

Answer

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Question two: Three branches

(10 Marks)

Read through the mini case then chose the best choice for the following questions:

- Your company's retail locations are suffering from declining sales and increasing turnover among salespeople. You are charged with exploring this situation and are now ready to present your findings to senior management.

18. Which of the following best expresses why they want to listen to your presentation?

- A. They are interested in ways to increase sales and decrease turnover.
- B. They want ideas for new product styles.
- C. They are curious to know what a typical day is like in one of the retail locations.
- D. They want to know the perspective of a salesperson, out selling on the floor.
- E. They want to know what the competition is doing differently.

Answer

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19. Which of the following best expresses what they have to gain from your presentation?

- A. a store manager's perspective on the situation
- B. the ability to view the situation through the eyes of a salesperson
- C. suggestions to improve the productivity and satisfaction of salespeople
- D. anecdotes from salespeople about working in your stores
- E. subjective impressions from potential customers

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Answer

20. Which of the following best expresses what you want audience members to do after leaving your presentation?

- A. spearhead a new research project into other problems in the company
- B. be able to see the situation through the eyes of their employees
- C. express more understanding for the employees at their retail locations
- D. implement your idea to implement a new training program for salespeople
- E. make a purchase from one of your retail locations in a small attempt to boost sales

Answer

Question three: Three branches

(10 Marks)

Read through the mini case then chose the best choice for the following questions

- **Susanna arrives at Primatch Co. for a group interview with six representatives from the company.**

21. When she enters the room she should _____.

- A. not shake anyone's hands
- B. seat herself at the head of the table
- C. take a seat in the corner
- D. wait to be seated
- E. greet and shakes hands with only the senior representative in the interview

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Answer

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22. During the interview Susanna should _____.

- A. make eye contact with only the senior interviewer
- B. make eye contact with only the person who is asking a question
- C. make eye contact only with those she feels most comfortable with
- D. focus eye contact on the key decision maker no matter who is asking a particular question
- E. focus eye contact on the person asking the question but occasionally look at others as well

Answer

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23. If the people participating in the interview don't give Susanna their business cards, she should _____.

- A. assume she did not get the job
- B. write down all of their names
- C. not address the interviewers by name during the interview
- D. send thank-you cards to each interviewer addressed generically "Dear interviewer"
- E. send a group thank you card addressed "Dear interviewers"

Answer

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