

**Faculty of Business & Finance**  
**Course No: MAN 3305**  
**Course Title: Business Communication**  
**Date: 19 Jan 2015**  
**No. of Questions: 3**



**Final Exam**  
**1<sup>st</sup> Semester 2014/2015**  
**Total Grade: 60**

**Lecturer Name: Mr. Yousif Alagha**  
**Dep./Specialist: Mandatory**  
**Using Dictionary: (YES)**  
**Using calculator: (NO)**  
**Time: 2 hours**

**Student name:** \_\_\_\_\_ **Student No.:** \_\_\_\_\_ **Class:** \_\_\_\_\_

Dear students,

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

This exam contains three questions, question one multiple choice compulsory to answer, then to explain your choice. Question two you have to attempt four of six branches, while question three is contains mini case you have to read it carefully then attempt your task.

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

Moreover, student whom answers different branches form different questions, this will not support him, where the marking criteria depends on answer all the branches of the question.

Note: please ensure that this exam contains 11 papers.

Good luck & best wishes

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**For instructor use only**

Question 1	Question 2	Question 3	TOTAL GRADE

**Notes:**

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**Signature,** \_\_\_\_\_

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**QUESTION ONE: Ten branches**

**(20 Marks)**

Choose the suitable answer among the answers listed following each statement, and then illustrate your argument with an explanation.

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.

Explanation: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

2. Which of the following is true of a proposal?

- A. It is simple to prepare.
- B. It need not provide details on how to implement the proposal.
- C. It requires you to develop a persuasive appeal.
- D. It must meet your personal needs irrespective of whether it meets your audience's need or not.
- E. It should not address costs.

Explanation: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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**3. In the analyzing phase of creating this message, you think about the purpose, desired outcome, and business result of your message. Which of the following best articulates the purpose of your message?**

- A. to suggest the possibility of implementing a flex-time schedule in your office
- B. to describe to your boss how your life would change with a flex-time schedule
- C. to tell your boss how much your friend likes having a flex-time schedule
- D. to improve employee productivity and job satisfaction by better enabling employees to balance their work and personal lives
- E. to have your boss agree to implement a more flexible working schedule for employees

**Explanation:** \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_

**4. Which of the following medium options is recommended both for targeting a personal appeal to an individual and for communicating with large audiences?**

- A. email
- B. memo
- C. website
- D. telephone
- E. group meeting

**Explanation:** \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_

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**5. Jane needs to create a presentation to teach her coworkers how to work with the new database system. This means that her presentation will be \_\_\_\_\_.**

- |                  |               |                  |
|------------------|---------------|------------------|
| 1. informational | 2. persuasive | 3. instructional |
| 4. collaborative | 5. anecdotal  |                  |

**Explanation:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**6. Which of the following is true about reports?**

- |   |  |
|---|--|
| A. They answer business questions.                                    | B. They should not be in the form of emails. |
| C. They must be a minimum of three pages long.                        | D. They cannot be longer than 100 pages.     |
| E. They must always contain some data obtained from a primary source. |  |

**Explanation:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**7. You are preparing a formal report. You want to include some raw data and large tables in your report which you think the readers will find useful. But if you include this information in the body of the report then it will interrupt the flow of the report. In such a situation, you should include this information in the \_\_\_\_\_ of the report.**

- |                      |             |                 |
|----------------------|-------------|-----------------|
| A. executive summary | B. appendix | C. introduction |
| D. table of content  | E. glossary |                 |

**Explanation:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



Student name: \_\_\_\_\_ Student No.: \_\_\_\_\_ Class: \_\_\_\_\_

8. According to the AIDA approach, which of the following would be most likely to grab an audience's attention?

- A. How would you like to buy a new car?
- B. Did you know that our range of cars can save you up to 50% in higher gas mileage than the rest?
- C. Our cars are well engineered and beautifully designed to appeal to the discriminating customer.
- D. Our cars may cost more, but as mom always said, you get what you pay for.
- E. Come in today and test drive one of our new models.

Explanation: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

9. The first step in preparing a proposal is to \_\_\_\_\_.

- A. identify the level of persuasion it will require
- B. develop a clear idea of your purpose
- C. determine the appropriate form of the proposal
- D. establish audience benefits
- E. counter potential objections

Explanation: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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**10. Which of the following is an analytical report?**

- A. a report containing a summary of a presentation
- B. a report containing descriptions of several different technology solutions that were presented at a conference
- C. a report containing a synopsis of the events at a three day long conference
- D. a report containing minutes of a meeting
- E. a report containing a recommendation to select a product based on assessments of many products

Explanation: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**QUATION TWO: (Six branches)**

**(20 Marks)**

Attempt **FOUR** branches only

- a) Within presentation, how can audience analysis help you motivate your audience to care?
- b) Briefly discuss at least five communication objectives for trade fair participation.
- c) Discuss the factors that should determine for evaluation the participation in the trade fair and exhibitions.
- d) How organization could respond effectively to rumors and negative information in a social media environment?
- e) Describe the components of formal report.
- f) Describe the importance of visual aids within the presentation.



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**Question two answers – branch No.**

11/11/2019

**Question two answers – branch No.**

11









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Student name: \_\_\_\_\_ Student No.: \_\_\_\_\_ Class: \_\_\_\_\_

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**QUESTION THREE (Mini case)****(20) Marks**

Nadeens boss likes the idea Nadeen proposed to merge the Go Points department with the Petro-Go credit card sales/service department. The boss would like Nadeen to write an analysis and justifications report to support the idea and plan to merge the two departments into one.

As mentioned previously, the Go Points department is currently on the fourth floor and staffed by 20 sales/ service reps. They (1) make sales calls to existing Petro- Go credit card holders to offer the points program, (2) receive calls from existing points program customers who have enquiries, and (3) call existing points customers to announce, for example, promotions and offers.

The Petro-Go credit card department is on the third floor and staffed by 30 sales/service reps. They (1) make sales calls to recruit new credit card customers, (2) receive calls from existing credit card holders who have enquiries, and (3) call existing credit card customers to announce, for example, promotions and offers.

Nadeen thinks that by joining the credit card sales/service department with the Go Points department, customers will be better served by one-stop shopping, she also feels that the credit card sales/service staff could easily modify their call routines to include information about the Go Points program, and the Go Points staff could easily be trained on the credit card policies and procedures.

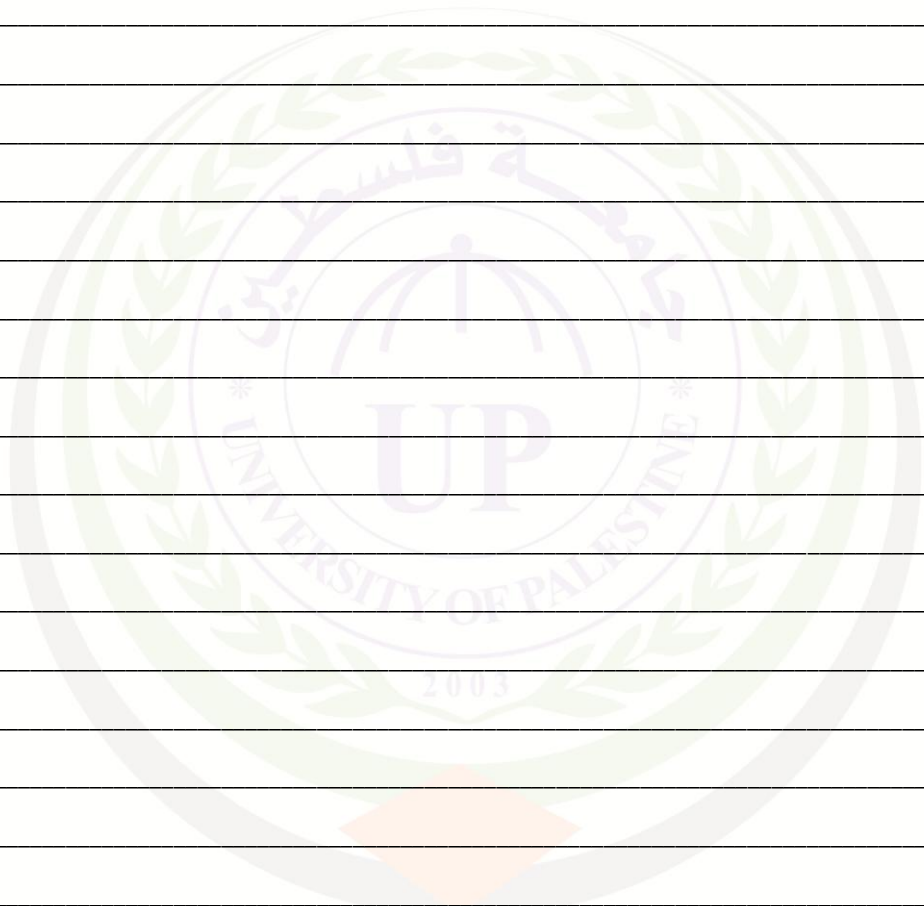
**YOUR TASK:** write an analytical memo report from Nadeen to her manager that gives an analysis of the situation and justifies the merger.



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The logo of the University of Palestine is a circular emblem. It features a central dome, likely representing the Dome of the Rock, with the letters 'UP' prominently displayed in the center. The words 'UNIVERSITY OF PALESTINE' are written in a circular path around the dome. Above the dome, the university's name is written in Arabic script. Below the dome, the year '2003' is inscribed. The entire emblem is encircled by a green laurel wreath. At the bottom of the emblem, there is a small orange diamond shape. The logo is rendered as a light watermark on the page.



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**END OF QUESTIONS**

**MY BEST WISHES & GOOD LUCK**