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| Course No: MGNE 4316 Course Title: Business Communications Date: 1th /June /2017 No. of Questions: (4) No. of pages: (4) Time: 2 hour. | University of Palestine  Final Exam Second Semester 2016/2017 Total Grade: (50) | Student Name:----- ----- Student No: ----- College Name: Finance & Business Dep. / Specialist: Business Administration / Accounting Instructor Name: Mrs. Rand Alastal |
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| Question | 1 | 2 | 3 | 4 | Total grade |
|----------|-----|-----|-----|-----|-------------|
| Marks | /10 | /10 | /10 | /20 | /50 |

Answer the following questions:

Q 1: Multiple Choice question : Select the best answer (10 Marks)

| | | | | | |
|-----------|--|----------|-------------------------|-------------------------------|-------------------------------|
| 1 | <i>keep managers informed about work in progress.</i> | | | | |
| A | Focused reports | B | Routine reports | C Efficient reporting | D Business reporting |
| 2 | <i>For longer, more formal reports, use the manuscript format use....</i> | | | | |
| A | Letter Format. | B | Memo and E-Mail Formats | C Manuscript Format | D Forms and Templates |
| 3 | <i>Typical sources of factual information for informal reports are .. except one</i> | | | | |
| A | company records | B | printed material | C observation | D Post Card |
| 4 | <i>The main basic parts of informal proposals are</i> | | | | |
| A | a letter of transmittal | B | Unsolicited | C External | D Formal |
| 5 | <i>The basic The components of a typical informal are ... except one :</i> | | | | |
| A | Introduction | B | Background | C Balance sheet | D Conclusion |
| 6 | <i>University libraries is .</i> | | | | |
| A | EBSCO | B | UNNESCO | C LABSCO | D Non of the previous |
| 7 | <i>The traits and skills that define professional behavior are the following except one...</i> | | | | |
| A | Incivility | B | Polish | C Social Intelligence. | D Soft Skills. |
| 8 | <i>Types of Business Presentations are the following except one ...</i> | | | | |
| A | Report | B | Podcast | C Webinar | D Virtual basic |
| 9 | <i>Techniques for gaining and keeping audience attention are the following except one ...</i> | | | | |
| A | Drama | B | Hyperlink | C Eye contact. | D Demonstrations. |
| 10 | <i>Types of Visual Aids are...</i> | | | | |
| A | Multimedia Slides. | B | Handouts | C Zoom Presentations. | D All of the previous. |

| QUESTION | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|----------|---|---|---|---|---|---|---|---|---|----|
| ANSWER | | | | | | | | | | |

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Q2: Put for true statements and for false ones: (20 Marks)

1. The Efficient reporting plays a critical role in helping organizations sift through data and make major decisions.
2. Focused reports help managers analyze the challenges they face after recommending solutions.
3. The report's design should include a hierarchy of meaningful headings that highlight major points.
4. Descriptive headings assist readers in comprehending the organization of a report.
5. Analytical reports is significantly from informational reports.
6. Proposals can mean life or death for a business.
7. Formal proposals are short reports, often formatted as memos or letters.
8. Report writers then present the recommendations to decision makers in the fields of business, industry, government, and education
9. Secondary data result from reading what others have published, experienced, or observed.
10. Good speakers are made, not born.

| QUESTION | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|----------|---|---|---|---|---|---|---|---|---|----|
| ANSWER | | | | | | | | | | |

Q3: give the terms for following definitions: (20Marks)

| | Terms | Definitions |
|----|-------|---|
| 1 | | Reports that provide data or findings, analyses, and conclusions are analytical |
| 2 | | are visual representations of data or information. |
| 3 | | called slide decks, can be sent by e-mail, embedded on the Web, or posted on a company intranet. |
| 4 | | result from firsthand experience and observation. |
| 5 | | is a written offer to solve problems, provide services, or sell products. |
| 6 | | a document in which a writer analyzes findings, draws conclusions, and makes recommendations intended to solve a problem. |
| 7 | | gathering of information, is one of the most important steps in writing a report. |
| 8 | | Web-based presentation, lecture, workshop, or seminar |
| 9 | | It consists of pictures, outlines, brochures, articles, charts |
| 10 | | A color that also work as a background or accent color. It conveys spirituality, royalty, dreams, and humor. |

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Q4: short note: (20 Marks)

First: What PDF mean? (1mark)

P..... D..... F.....

Second: What are the main guidelines for Effective report headings? (3marks)

- 1).....
- 2).....
- 3).....
- 4).....
- 5).....
- 6).....
- 7).....

Third : RFP mean? (1mark)

R.....F.....P.....

Fourth: What the properties of Effective proposals? (4marks)

- 1).....
- 2).....
- 3).....
- 4).....

Fifth: Enumerate the Steps for Writing Formal Business Reports? (5marks)

- 1).....
- 2).....
- 3).....
- 4).....
- 5).....
- 6).....
- 7).....

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Sixth: What are the most common citation formats presented? (3marks)

- 1).....
- 2).....
- 3).....

Seventh: Give your advices to help ALWASAT companies for develop its business communication? ? (3marks)

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“The end”
“Best Wishes and Good Luck”
Mrs. Rand Alastal