


Course No: MGNE4316 Course Title: Business Communications Date: 17th/April/2017 No. of Questions: (4) No. of pages: (3) Time: 1 hour.	University of Palestine  Midterm (2) Second Semester 2016/2017 Total Grade: (30)	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	/5	/5	/5	/15	/30

Answer the following questions:

Q 1: Multiple Choice question : Select the best answer (5 Marks)


1	communication skills are closely tied to your success in a constantly evolving networked workplace						
A	Witten lettres	B	Memos.	C	E- mail.	D	Electronic Presentations.
2	To be active and effective listener the first step:						
A	Listen for main points	B	Provide feedback.	C	Stop talking	D	Control your surroundings
3	The first factor for Selecting the Best Channel is						
A	Cost of the channel	B	Degree of formality	C	Sensitivity of the message	D	Importance of the message
4	Is compose of informal words with arbitrary and extravagantly changed meanings.....						
A	slang	B	Passive Voice	C	Topic sentences	D	Compose E-mail
5	for audio and vcasting for video content would be more accurate terms.						
A	Apple's iTunes U	B	Webcasting	C	podcasting	D	Hangouts social media

QUESTION	1	2	3	4	5
ANSWER					

Q2: Put for true statements and for false ones: (5 Marks)

- The Nonverbal communication includes all unwritten and unspoken messages, whether intended or not.**
- Optimizing includes two processes: grouping and strategizing.**
- Passive voice is useful to de-emphasize positive news.**
- Buzzwords are technical expressions that have become fashionable and often are meant to impress rather than express.**
- E-mail hasn't better to get off the computer and make a phone call.**

QUESTION	1	2	3	4	5
ANSWER					

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Q3: give the terms for following definitions: (5Marks)

No	Terms	Definitions
1		Anything that interrupts the transmission of a message in the communication process.
2		one that is generated, stored, processed, and transmitted electronically by computers using strings of positive and non positive binary code (0s ,1s).
3		Collecting information about a certain topic.
4		is a skillful writing technique that creates balanced writing.
5		improving the content and sentence structure of your message.

Q4: short note: (15 Marks)

First: Describe five key dimensions of culture? (2marks)


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

Second: What are the communication process? (3marks)

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

Third: Summarize the 3-x-3 writing process? (1mark)

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

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Fourth: What are the techniques are useful in informal research? (3marks)

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

Fifth:

Enumerate the Three techniques can improve the clarity of your writing? (3marks)

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

Sixth: Write the Texting Etiquette? (3marks)

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

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