Course No: MGNE 4318
Course Title:Business communication
Date:09/03/2019
No. of Questions: 5
Time: 1 hours
Using Dictionary (No)

University of Palestine

1st Midterm Exam
2nd semester 2018/2019
Total Grade: 20%

Instructor Name: Abedelazez J. Safi
Student No.: _____
Student Name: _____

College Name: Faculty of Financial Management and Business
Dep. / Specialist: _____

1st Question: Defined the Following Concepts (5 Points)

1. Decoding Communication: ……

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2. Communication: ……

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3. Upward Communication: ……

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4. Horizontal/Lateral Communication: ……

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5. Consensus Communication: ……

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2nd Question: Draw the Following Figures (4 Points)

1. Draw the figure of Forms of Communication? 2 Points

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2. Draw Figure of the Communication process Cycle? (2 points)

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Fourth Question: Answer the following question clearly (11 points)

1. Mention and compare between Benefits and Problem of Horizontal/Lateral communication? (4 points)

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2. Describe the process and steps of consensus communication Involves Consultation? & compare between Advantage and Disadvantage of Consensus Communication? (4 points)

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3. Mention and explain briefly Purpose of Communication? (3 points)

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End of Questions
Good Luck