

Course No: MGNE 4318  
Course Title: Business Communication  
Date: 11/09/2018  
No. of Questions: (3)  
Time: 2 hour  
Using Calculator (No)

University of Palestine



Final Exam  
2018-2017  
Total Grade: 50 Marks

Instructor Name: \_\_\_\_\_  
Student No.: \_\_\_\_\_  
Student Name: \_\_\_\_\_  
Dep. / Specialist: \_\_\_\_\_  
Using Dictionary (No)

**Q1 : Put (T) or (F) for each of the following sentences. {10 Marks}**

1.	The ACE process will help you achieve that understanding and choose effective persuasive strategies when communicating in typical business situations.	( )
2.	Refutation – a response intended to prove an objection wrong .	( )
3.	Blog is a technique for persuading customers by providing them valuable information without trying to sell them anything.	( )
4.	Argumentation taking a position, supporting the position with reasons, and then documenting those reasons with evidence.	( )
5.	Communication Competence Heightened tensions in conflict situations due to poor communication or misunderstandings.	( )
6.	Analytical report helps readers draw conclusions to solve problems or support business decisions.	( )
7.	Action interviews require applicants to perform under work-based conditions designed to assess your common sense, time management skills, or ability to think logically under pressure.	( )
8.	Logical arguments provide the foundation for most persuasive business messages.	( )
9.	Make a plan mean :you'll have more time to speak with recruiters.	( )
10.	Proposals are a special category of reports that combine information delivery and persuasive communication.	( )

**Q2: Choose the right answer from a , b, c, d : {10 Marks}**

1. \_\_\_\_\_ The process of influencing your audience to agree with your point of view, recommendation, or request.

- a. Persuasion
- b. Purpose
- c. Outcome
- d. Primary audience

2. \_\_\_\_\_ An admission that an opposing point of view has merit but does not invalidate your argument.

- a. Refutation
- b. Concession
- c. potential resistance
- d. All of the a above

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3. \_\_\_\_\_ An audience's belief that you have expertise and are trustworthy based on your knowledge, character, reputation and behavior.

- a. Blog
- b. Argumentation
- c. Credibility
- d. Content marketing

4. \_\_\_\_\_ Process that develops when recurring issues require deliberation and confrontation over time.

- a. Formal Bargaining
- b. In formal Bargaining
- c. Positioning
- d. Concessions

5. \_\_\_\_\_ The strengths and weaknesses you possess in any conflict situation can help to avoid conflict escalation.

- a. Communication Competence
- b. Conflict Escalation
- c. Autistic hostility
- d. Unwitting commitments


6. \_\_\_\_\_ By telephone, computer, and webcam help companies filter candidates before scheduling onsite interviews.

- a. Virtual interviews
- b. One-on-one interview
- c. Panel interview
- d. Group interview

7. \_\_\_\_\_ Summarizes what happened at a meeting or on a trip; the main goal is to provide readers with facts that they can easily understand and refer to later.

- a. Proposals
- b. Report
- c. Analytical report.
- d. Informational report.

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8. \_\_\_\_\_ Define each party's importance to the other, the emotional distance they wish to maintain, the influence each is willing to grant the other, the degree to which the parties are seen as a unit, or the rights each party is willing to grant to the others.

- a. Content Goals.
- b. Relational Goals.
- c. Clarify Goals
- d. Goal Collaboration .

9. \_\_\_\_\_ The direct recipients of the message.

- a. Primary audience
- b. Secondary audience
- c. logic
- d. all of the above.

10. \_\_\_\_\_ you over commit to rigid positions and unwittingly commit to negative positions.

- a. Autistic hostility
- b. Self-fulfilling prophecies
- c. Unwitting commitments
- d. None of the above

**Q3: Answer ONLY SEX the following questions { 30 Marks}**

1. To develop the most persuasive content for your communication, you must understand the basics of persuasion. What are The basic elements of persuasion?
2. Summarizes the four AIDA components?
3. What are the Conflict Styles and Tactics ?
4. Define the Three basic categories of Reports/Proposals?
5. Define Exhibitions ? what are the Reasons for participation in Exhibitions?
6. Distinguish between Panel and group interviews ?
7. How can you prepare for a job interview?
8. Define the Components of Formal Reports?

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Blank lined area for writing answers.

**Questions for students who didn't take Midterm Exam**

1. Define communication, and explain the importance of effective business communication.
2. Why communication should be important to your company.
3. Describe the three-step writing process.

Blank lined area for writing answers to the questions.

