

: student's name
: Student ID

Exam for the second
semester for open
education students For
the academic year
2020/2021

University of Damascus
Faculty of Economics
open education system
Small and Medium Enterprises
Management Program

First question: (15 marks)

The statement is wrong

((business letters may be defined as a media or means through which views are expressed and ideas or information is communicated in writing in the process of business activities)).

SECOND question: (15 marks)

- Help in maintaining proper relationship
- Inexpensive and convenient mode
- Create and maintain goodwill
- Serve as evidence
- Help in expansion of business

Third question: (15 marks)

- Increased USE of technology
- Increased global competition
- Restructured management and/or product/service lines
- Increased quality emphasis and customer focus
- Increased focus on legal and ethical problems

Fourth question: (20 marks)

- 1- Written communications ,mails, faxes, letters, memos, reports...
- 2- Oral communications - one-on-one meetings, phone conversations, speeches, videoconferencing, group meetings
- 3- Nonverbal communications - eye contact, facial expressions, body language, physical appearance
- 4- Active listening - listening with a high level of concentration; listening for Information

fifth question: (35 marks)

- 1- Determine the purpose of your communication.
- 2- Identify your audience.
- 3- Consider what your audience needs to hear in order for your communication to be effective.
- 4- Develop your message in a clear, concise and logical manner./
- 5- Maintain a positive attitude throughout your communication.

Questions are over
With best wishes for success

Course professor
Dr. Mahmoud Kadalem

A handwritten signature in blue ink, consisting of a large, stylized initial 'M' followed by a long horizontal stroke and a small flourish at the end.