

: student's name	Exam for the	University of Damascus
: Student ID	complementary course for	Faculty of Economics
	open education students	open education system
	For the academic year	Small and Medium Enterprises
	2024/2025	Management Program

Answer the following questions:

First question:

(20 mark)

List outer qualities of a good business letter and explain one of them.

(i) Quality of paper - The paper used should be in accordance with the economic status of the firm. Nowadays the cost of paper is very high. Therefore, good paper should be used for original copy and ordinary paper may be used for duplicate copy.

(ii) Colour of the Paper - It is better to use different colours for different types of letters, so that the receiver will identify the letters quickly and prompt action can be taken.

(iii) Size of the paper - Standard size paper (A4) should be used while writing business letters. The size of the paper should be in accordance with the envelopes available in the market.

(iv) Folding of letter - The letter should be folded properly and uniformly. Care should be taken to give minimum folds to the letter so that it will fit the size of the envelope. If window envelope is used then folding should be done in such a way that the address of the receiver is clearly visible through the transparent part of the envelope.

(v) Envelope - The size and quality of the envelope also need special attention. The size of the letter should fit the size of the letters. Business firms use different types of envelopes i.e., ordinary envelope, window envelope, laminated envelope etc. In window envelope there is no need

to write the address of the receiver separately on the envelope. It is clearly visible through the transparent part on the face of the envelope, which may be called as window. In laminated envelope a thin plastic sheet or cloth is pasted on the inner side that gives extra protection to letters from being damaged during transit.

Second question:

(20 marks)

What are the reasons for choosing written communication?

- 1- Conveying complex information
- 2- Reaching your intended receiver
- 3- Providing proof of the communication
- 4- Ensuring confidentiality of information
- 5- Providing convenience for your reader
- 6- Expediting the response to the communication
- 7- Planning your message
- 8- Saving time and money
- 9- Stressing the importance of the communication
- 10- Aiding in the distribution of information to several individuals
- 11- Translating international communications

Third question:

(20 marks)

What are the basics to consider when communication?

- 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.

Fourth question:

(20 marks)

What are the sections of a business letter? (Sequentially and without explanation)

Different parts of a business letter-

1. **Heading**
2. **Date**
3. **Reference**
4. **Inside Address**
5. **Subject**
6. **Salutation**
7. **Body of the letter**
8. **Complimentary close**
9. **Signature**
10. **Enclosures**
11. **Copy Circulation**
12. **Post Script**

Fifth question:

(20 mark)

We communicate in many ways: list these ways with examples.

- 1- Written communications – letters, memos, reports, e-mails, faxes
- 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

The end

With best wishes for success

**Course professor
Dr. Mahmoud Kadalem**