

17) Something once said cannot be erased is

- a- An advantage of oral communication
- b- An advantage of written communication
- c- A disadvantage of oral communication
- d- A disadvantage of written communication

18) The selection of proper channel in communication depends on some factors such as

- a- The purpose of communication
- b- The subject of communication
- c- the time limit for the message to reach the audience
- d- all of above

2031

19) One of the following is not a criteria/ characteristics of an effective message

- a- Clarity
- b- Coherency
- c- Completeness
- d- sadness

20) concrete style must observe one of the following

- a- using concrete nouns as subject
- b- choosing long sentences
- c- using capital letters
- d- using small letters

21) don't talk about your feelings is a principle of

- a- you - attitude / viewpoint
- b- Courtesy and consideration
- c- Positive emphasis
- d- Reader benefits

22) Using friendly expressions is a technique of

- a- you - attitude / viewpoint
- b- Courtesy
- c- consideration
- d- Positive emphasis

23) There are four basic emphasis techniques

- a- Emphasis by position and space
- b- Sentence structure
- c- Mechanical/ graphic devices
- d- All of above

24) Rather than the complex words use

- a- Concrete
- b- Specific
- c- Simple
- d- Active

25) Instead of using wordy phrases like in a position to , use the concise word of

- a- Remember
- b- tell
- c- can
- d- about

answer
1) All the following is considered the main parts of the except one.

- a- The letter head
- b- Return address of the sender
- c- The reference
- a- Full block

2) In case of using plan paper where no letter head is printed .on the top of at the center of the page , the writer should type

- a- The return address of the sender
- b- The return address of the receiver
- c- The reference
- d- The date

3) The message body is the most important part of the letter , the writer answer one of the following questions

- a- What is the object of the organization
- b- What is the aim of the letter
- c- What is the aim of the sales person

4) It is simply a word or phrase expressing greeting which proceeds the letter , this called

- a- The reference
- b- Subject heading
- c- Salutation
- d- All of above

5) In good news message, you include relevant favorable information product or service the reader has already bought. this is included

- a- Necessary details
- b- Educational information
- c- Resale material
- d- Sales promotion

6) Price quotation is listed under

- a- Inquiry letters
- b- Adjustment letter
- c- Order letter
- d- None of above

7) The seller / creditor can assess the credit risk of a customer by criteria

- a- Capital
- b- Marital status
- c- Education
- d- None of above

When you write a successful adjustment letter , there are some such as

- a- You should hold the conviction that the customer is always
- b- You should hold the conviction that the customer is sometimes
- c- You should hold the conviction that the seller is always
- d- All of above

- 18) **People in organizations prefer written communication because**
- a- Use bad communication channels
 - b- Minimizing defensive/offensive communications
 - c- Developing negative behaviour
 - d- All of above

19) **People in organizations prefer written communication because**

- a- Written channels are difficult for the recipient than oral ones
- b- Written channels are difficult for the sender than oral ones
- c- Written channels are more convenient for the recipient than oral ones
- d- Written channels are more convenient for the sender than oral ones

20) **Can be reviewed is**

- a- An advantage of oral communication
- b- An advantage of written communication
- c- A disadvantage of oral communication
- d- A disadvantage of written communication

21) **Can make more impact is**

- a- An advantage of oral communication
- b- An advantage of written communication
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23) **The selection of proper channel in communication depends on some factors such as**

- a- The purpose of communication
- b- The subject of communication
- c- the time limit for the message to reach the audience
- d- all of above

24) **all the following are criteria/ characteristics of an effective message except one**

- a- Clarity
- b- Completeness
- c- Poorness
- d- Coherency

25) **concrete style must observe one of the following**

- a- choosing long sentences
- b- using capital letters
- c- using small letters
- d- choosing specific action verbs

26) **refer to readers request or order specifically is a principle of**

- a- Courtesy and consideration
- b- you – attitude / viewpoint
- c- Positive emphasis
- d- Reader benefits

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كلية العلوم الادارية والاساتية / قسم ادارة الاعمال (B)

الاختبار الاول الفصل الدراسي الاول للعام الجامعي ١٤٣٧/١٤٣٨ هـ

باري المقر: ٢٨٤ adr رقم الصفحة: 738 أسئلة المقرر: د. جعفر حمدالله المنصور الاحد

اسم الطالب:

الرقم الجامعي:

Multiple choice questions - choose the correct answer

- 1) one of the following is a purpose of **upward communication flow**
 - a- To clarify company goals , objectives and policies
 - b- To express personal opinions , complains and problems
 - c- To improve cooperation among departments
 - d- To persuade
- 2) In order to understand the **nature communication** , a person should be aware of one of these **facts or truths**:
 - a- Communication is one-way process
 - b- Communication is two-way process
 - c- Communication is three-way process
 - d- All of above
- 3) **The are some disturbances of communication such as :**
 - a- Misuse of communication channels
 - b- Poor listening
 - c- Source credibility
 - d- All of above
- 4) **There are ways that can improve communication such as:**
 - a- Use bad communication channels
 - b- Developing positive attitude
 - c- Use sign language communication
 - d- All of above
- 5) **People in organizations prefer written communication because**
 - a- Written channels are difficult for the recipient than oral ones
 - b- Written channels are difficult for the sender than oral ones
 - c- Written channels are difficult for the recipient than oral ones
 - d- Written channels are more convenient for the sender than oral ones
- 6) **The cost of poor correspondence may cause the organization**
 - a- Wasted time
 - b- Wasted efforts
 - c- Lost good well
 - d- All of above
- 7) **Better for difficult or complicated messages is**
 - a- An advantage of oral communication
 - b- An advantage of written communication
 - c- A disadvantage of oral communication
 - d- A disadvantage of written communication
- 8) **Provides for greater interaction and feed back is**
 - a- An advantage of oral communication
 - b- An advantage of written communication
 - c- A disadvantage of oral communication
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9) Feedback is either non-existent or delayed is

- a- An advantage of oral communication
- b- An advantage of written communication
- c- A disadvantage of oral communication
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10) Communication is :

- a- Transforming information from one part of the business to another that leads to some outcome, changed behavior or changed practice.
- b- Transforming words to deeds
- c- Transforming data to explained discussion
- d- All of above.

11) The one who encodes the mental idea is

- a- The sender
- b- The receiver
- c- Both the sender and the receiver
- d- The recipient

12) communication refers to all work-related communicating activities that an organization exchange with outside, is known as :

- a- Internal communication
- b- external communication
- c- indoor communication
- d- None of above

13) A complex communication networks consists of :

- a- Formal and informal channels
- b- Internal and external channels
- c- (a + b)
- d- None of above

14) Windows or regions of communication constitute of

- a- The arena, the blind spot and the façade
- b- The arena, the small spot and the known
- c- The arena, the big spot, the façade and the unknown
- d- The arena, the blind spot, the façade and the unknown

15) When relevant information is known to others but not to you, this will leads window of communication called

- a- The arena
- b- The blind spot
- c- The façade
- d- The unknown

16) one of the following is a purpose of downward communication flow

- a- To clarify company goals, objectives and policies
- b- To express personal opinions, complains and problems
- c- To improve cooperation among departments
- d- To persuade

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