

Question One: Multiple Choice. (10 Marks)

1. The first step in the communication process is:
A. Considering possible communication strategies.
☒ B. Sending a need.
C. Selecting a course of action.
D. Deciding on a response.
2. The last step in the communication process is:
A. Considering possible communication strategies.
B. Sending a need.
☒ C. Replying to the message.
D. Selecting a course of action.
3. Writing is helping in:
A. Expressing yourself as a person.
B. Having feedback from others.
C. Making your thinking visible.
☒ D. All of the above.
4. Writing skills is so important asset for:
A. Applying for a job.
B. Education.
C. Scientific papers.
☒ D. All of the above.
5. One of the main reasons for writing is not:
A. Intellectual reasons.
B. Applying for a job.
C. Web writing.
☒ D. Conceptual reasons.
6. There are many types of business message which are:
A. Verbal business message.
B. Written business message.
C. Persuasive business message.
☒ D. All of the above.
7. The written business message could not:
A. Make the business.
B. Break the business.
C. Be an ordinary message.
☒ D. All of the above.
8. The business message could not be:
A. Verbal.
☒ B. Conceptual.
C. Positive.
D. Persuasive.

9. When we consider the communication activities of an organization from an overall point of view, the activities fall into three broad categories: _____.
- A. electronic, face-to-face, and internal
 - B. external operational, external, and personal
 - ☒ C. internal operational, external operational, and personal
 - ☒ D. operational, face-to-face, and personal
10. External communication can involve communicating with _____.
- A. Suppliers
 - B. service companies
 - C. customers
 - ☒ D. all of the above
11. Selecting the right words depends on:
- A. Your ability to use language.
 - B. Your knowledge of the reader.
 - C. Your good judgment.
 - ☒ D. All of the above.
12. In order to communicate more effectively, the writer should:
- A. Consider the reader.
 - B. Choose appropriate words.
 - C. Simplify the wording.
 - ☒ D. All of the above
13. When adapting to your readers,
- ☒ A. Focus only on choosing the appropriate words.
 - ☒ B. Sentence structure is an important consideration.
 - ☒ C. Aim to a level just above the reader.
 - ☒ D. none of the above
14. Which of the following statements is most accurate with respect to sentence length?
- ☒ A. Short sentences generally communicate more effectively than long sentences.
 - B. Longer sentences are preferred because they are more impressive.
 - C. Longer sentences are good because they emphasize more information.
 - D. Long sentences should never be used.
15. According to the readability studies, sentences intended to communicate to the middle-level reader should average about:
- ☒ A. 8-10 lines per paragraph
 - B. 10-14 lines per paragraph.
 - C. 16-18 lines per paragraph.
 - D. 20-24 lines per paragraph.
16. To write short simple sentences, you should:
- A. Eliminate unnecessary words.
 - B. Use fragments.
 - C. combine thoughts into one sentence
 - ☒ D. use only short words
17. Mark the answer that is inconsistent with the concept of economizing on words.
- A. cluttering phrases
 - B. surplus words
 - C. needless repetition
 - ☒ D. all of the above

18. Short sentences:

- ☐ A. should never be used.
- ☒ B. emphasize content.
- ☐ C. de-emphasize content.
- ☐ D. none of the above

19. Mark the best of these suggestions for writing paragraphs:

- ☐ A. Combine topics and ideas for economy.
- ☐ B. Limit length to ten typewritten lines.
- ☒ C. Limit length to ten typewritten lines.
- ☐ D. Make good use of topic sentences.

20. Choose the strongest combination for good business writing.

- ☒ A. short words, short sentences, short paragraphs
- ☐ B. long words, short sentences, short paragraphs
- ☐ C. short words, long sentences, short paragraphs
- ☐ D. short words, short sentences, long paragraphs

Question Two: True or False. (10 Marks)

1. Communication is playing an important role in daily affairs.

- ☒ A. [True]
- ☐ B. [False]

2. Writing skills are not so important in achieving business goals.

- ☐ A. [True]
- ☒ B. [False]

3. Writing is important because your understanding will not be evaluated in school and community

- ☐ A. [True]
- ☒ B. [False]

4. There are some reasons for writing which are intellectual reasons and practical reasons.

- ☒ A. [True]
- ☐ B. [False]

5. Writing does not help you to remember information.

- ☐ A. [True]
- ☒ B. [False]

6. Writing skills are not so important in achieving business goals.

- ☐ A. [True]
- ☒ B. [False]

7. A business message is related to the business and has precise content.

- ☒ A. [True]
- ☐ B. [False]

8. A negative business message is designed to send the message to the receiver with a sense of fear and professionalism.

- ☐ A. [True]
- ☒ B. [False]

9. A positive business message is used to convey details about an upcoming event.

- ☒ A. [True]
- ☐ B. [False]

10. A verbal business message is the primary mode for passing a message.

- ☐ A. [True]
- ☒ B. [False]

11. Understanding your reader is important but not fundamental to the success of any message.
A. [True]
B. [False]
12. There is no need to adapt a message to a reader—humans by nature are adaptable and will find a way to understand your message.
A. [True]
B. [False]
13. Miscommunication can occur because people have different ways of understanding messages.
A. [True]
B. [False]
14. Knowing all you can about your reader improves the chances the message will work.
A. [True]
B. [False]
15. Accurate words mean what you want to say.
A. [True]
B. [False]
16. The same words can have different meanings according to culture.
A. [True]
B. [False]
17. Avoid short, common words, because they sound unfriendly.
A. [True]
B. [False]
18. Use your active voice when you want your writing to be simple, direct and clear
A. [True]
B. [False]
19. Passive voice strengthens your writing.
A. [True]
B. [False]
20. The passive voice is used to emphasize an object.
A. [True]
B. [False]

Good Luck and Best Wishes
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