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**Section 1****( 4 marks)**

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**List the six Basic Steps of communication process**

- Develop the idea – is the message worthwhile?
  - Encode the message – writing is different from speaking
  - Transmit – most appropriate channels
  - Receive the message – transfer of initiative
  - Decode the message – interpretation
  - Feedback – “you said...”
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**Section 2****( 10 marks)**

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**Fill the circle next to the most appropriate answer only :**

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| <p>1- <u>A linked social process of sender, encoding, medium, decoding, receiver, and feedback can be named:</u></p> <ul style="list-style-type: none"><li><input checked="" type="radio"/> Communication</li><li><input type="radio"/> Commercials</li><li><input type="radio"/> Comemoration</li><li><input type="radio"/> Coordination</li></ul> <p>2- ..... is an interaction where meaning is created &amp; exchanged</p> <ul style="list-style-type: none"><li><input type="radio"/> Message delivery</li><li><input type="radio"/> Process ignition</li><li><input type="radio"/> Medium Transfere</li><li><input checked="" type="radio"/> Communication</li></ul> <p>3- <u>The communication activities mean ...</u></p> <ul style="list-style-type: none"><li><input type="radio"/> Sharing an idea</li><li><input type="radio"/> Getting &amp; Giving information</li><li><input type="radio"/> Learning something new</li><li><input checked="" type="radio"/> All of the above</li></ul> <p>4- <u>Factors Affecting Communication include:</u></p> <ul style="list-style-type: none"><li><input type="radio"/> Seating arrangements</li><li><input type="radio"/> Temperature</li><li><input type="radio"/> Room size</li><li><input checked="" type="radio"/> All of the above</li></ul> <p>5- ..... can be a barrier to communication</p> <ul style="list-style-type: none"><li><input type="radio"/> Attribution</li><li><input checked="" type="radio"/> Confusion</li><li><input type="radio"/> Conclusion</li><li><input type="radio"/> termination</li></ul> | <p>6- ..... is translating messages into a form that has meaning to the receiver.</p> <ul style="list-style-type: none"><li><input checked="" type="radio"/> Decoding</li><li><input type="radio"/> Designing</li><li><input type="radio"/> Deducing</li><li><input type="radio"/> antidecipher</li></ul> <p>7- <u>Feedback should have the one of following characteristics:</u></p> <ul style="list-style-type: none"><li><input type="radio"/> helpful.</li><li><input type="radio"/> descriptive rather than evaluative.</li><li><input type="radio"/> specific rather than general.</li><li><input checked="" type="radio"/> All of the above</li></ul> <p>8- <u>One of the Organizational Barriers to Communication</u></p> <ul style="list-style-type: none"><li><input type="radio"/> Necessary equipment</li><li><input type="radio"/> Lack of alternatives</li><li><input checked="" type="radio"/> Different goals</li><li><input type="radio"/> All of the above</li></ul> <p>9- <u>Two major Individual Barriers to Communication</u></p> <ul style="list-style-type: none"><li><input type="radio"/> Seduction and temptation</li><li><input checked="" type="radio"/> Semantics and Emotions</li><li><input type="radio"/> Attraction and excitement</li><li><input type="radio"/> None of the above</li></ul> <p>10- <u>Communication occurs in three directions in organizations</u></p> <ul style="list-style-type: none"><li><input type="radio"/> Upward communications</li><li><input type="radio"/> Downward communications</li><li><input type="radio"/> Lateral communications</li><li><input checked="" type="radio"/> All of the above</li></ul> |
|--|--|

11- Rumors have

- Great effect on accuracy.
- no basis in accuracy.
- no accuracy at all.
- Nothing called accuracy.

12- To Reduce Consequences of Rumors

- Announce timetables for important decisions
- Announce food offering timing

- important decisions that affect salaries

- Salaries and wages

13- People remember:

- 45 % of what they hear
- 50 % of what they see and hear
- 80 % of what they see-
- 90 % of what they read

**Section 3**

**( 10 marks)**

Ques 01. Match sentence of column A with those of B :

1 ( a ) - 2 ( b ) - 3 ( c ) - 4 ( d )

A	B
1- response when receiver interprets message as threatening	a- Defensiveness
2- the source of information and the initiator of the communication process.	b- sender (Encoder)
3- the process of translating thoughts or feeling into a medium-written, visual, or spoken-that conveys the meaning intended	c- Encoding
4- Words mean different things to different people	d- Language barrier

**Section 4**

**( 9 marks)**

Mark as true (✓) or false ( X ) in front of each sentence:

1. Communication is the interpersonal transfer of information and understanding from one electronic device to another.
2. The aim of communication is the transference and understanding of information between two or more people.
3. The channel is the path a message follows from a thinker to a receiver. x
4. Information richness is the information-carrying capacity of the channel.
5. Feedback is the receiver's right answer to the sender's query. x
6. Lighting is one of major factors affecting the communication process
7. One of the main requirements of the receiver is the ability to listen.
8. It can be said that communication has occurred only when the message has been understood.
9. Understanding occurs in the mind of the sender. x
10. Feedback is critical to ensure that accurate understanding of the message never occurred.x
11. 90 % of what they say and do can be remembered by everybody
12. To Foster effective communication you should Clarify your ideas before communicating
13. Examining the true purpose of the communications should enable fostering of

- effective communication
14. Considering the setting in which the communication will take place may enable better communications
15. Consulting others, when appropriate, in planning communications permits understanding and effectiveness
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**Section 5 ( 10 marks)**

Complete sentences from the box below (inserting only the relevant number) :

- Group (1)** ● The sending of ... ( ) ... through a ... ( ) ... by a sender so that a receiver ... ( ) ... the stimuli into a ... ( ) ... and then feeds back additional stimuli as a message monitor to the sender

**1- Stimuli – 2- channel – 3- translates – 4- message**

- Group (1)** ● Effective ... ( ) ... help individuals understand and ... ( ) ... their organizational objectives. Organizational communications cover every management ... ( ) ... and aspect. The organizational culture depends on communications. Also we would say that communications ... ( ) ... both organizational and individual performance.

**1- communications 2- pursue 3- function 4-improve**

- Group (1)** ● The key to the communication process is to have ... ( ) ... on the part of the receiver. There are many ... ( ) ... to good communications that must be ... ( ) ... for communications to be successful. To achieve a good level of communication try to ... ( ) ... to be an active ... ( ) ... as part of successful communications.

**1- Understanding 2- barriers 3- overcome 4- learn 5- listener**

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