

**INSTITUTE OF BANKERS IN MALAWI**

**CERTIFICATE IN BANKING EXAMINATION**

**SUBJECT: INTRODUCTION TO BUSINESS COMMUNICATION**

**(IOBM – C106)**

**Date: Thursday, 2nd May, 2013**

**Time Allocated: 3 hours (8:00 am - 11:00 am)**

**INSTRUCTIONS TO CANDIDATES**

1 This paper consists of **TWO** Sections, A and B.

2 Section A consists of 20 multiple choice questions, each question carries 2 marks. Answer **ALL** questions.

3 Section B consists of 5 questions, each question carries 20 marks. Answer **ANY THREE** questions.

4 You will be allowed **10 minutes** to go through the paper before the start of the examination when you may write on this paper but not in the answer book.

5 Begin each answer on a new page.

6 **Please write your examination number on each answer book used. Answer sheets without examination numbers will not be marked.**

7 DO NOT open this question paper until instructed to do so.

**SECTION A (40 MARKS)**

Answer **ALL** questions from this section.

1. The following ways improve communication in the work place except:

(a) Speaking clearly.

(b) Being presentable in the way one dresses.

(c) Eating well prepared food most of the time.

(d) Keeping time.

1. Which of the following factors should not be considered when encoding information?

(a) Language spoken by the receiver

(b) Channel to be used for communication

(c) Age of the receiver

(d) Grapevine exists in all organizations.

1. A group of employees is seated having an informal conversation over lunch in a restaurant.

The network pattern formed in this situation is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

(a) Chain

(b) All channel

(c) Wheel

(d) Circle.

1. A type of presentation where a person uses brief notes is called \_\_\_\_\_\_\_\_\_\_ .

(a) Outlined

(b) Impromptu

(c) Memorized

(d) Scripted.

1. If a candidate wants to succeed in a job interview, he or she should not \_\_\_\_\_\_ .

(a) Use mannerisms

(b) Dress smartly

(c) Arrive in time

(d) Maintain eye contact

1. One of the employees in your organization has been warned several times and has not changed. Management has asked you to communicate a dismissal. The best form of communication in this case will be \_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

(a) A letter

(b) A memo

(c) An email

(d) Face to face

1. A telephone is not a good medium of reminding an organization about an unpaid credit because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

(a) You do not know the person you are talking to

(b) Phones are expensive compared to written mails

(c) There will be no written records

(d) Network problems may affect communication

1. A presenter needs to use visual aids because

(a) They reinforce understanding

(b) They are easy to use

(c) They use electricity

(d) They are locally available.

1. The following factors need to be considered when determining type of visual aids to be used for presentations except \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

(a) Size of the audience

(b) The overall objective of the presentation

(c) Simplicity of the visual aid

(d) The presenter's mode of dressing.

1. After a meeting has been called to order and for some reason it cannot proceed, it is said to have been \_\_\_\_\_\_\_\_\_ .

(a) Cancelled

(b) Discontinued

(c) Adjourned

(d) Postponed

1. Employees in most banks put on staff uniform during working hours. This is important because \_\_\_\_\_\_\_\_\_\_\_\_\_ .

(a) It is a form of non verbal communication

(b) Uniforms help to identify banks

(c) Uniforms show unity of purpose

(d) It is one of the important staff benefits.

1. Which of the following is the best definition of a quorum?

(a) It is the minimum number of members required for a meeting to take place.

(b) It is the number of members required to attend a meeting.

(c) It is a group of people that make decisions in a meeting.

(d) It is an accepted place for conducting official meetings.

1. The following statements are true in communication except:

(a) All business letters have two addresses.

(b) All memos must have signatures.

(c) Only the chairperson has the mandate to call a meeting to order.

(d) A secretary write minutes after the meeting is over.

1. The grapevine is important for an organization because \_\_\_\_\_\_\_\_\_\_\_ .

(a) Message transmission is fast

(b) People who resign create room for others

(c) Managers can use it to "taste the waters"

(d) Our bodies need fruits for proper growth

1. Which of the following is the correct meaning of RE: in business letters?

(a) Reference

(b) Subject

(c) Reply

(d) Concerning the issue of.

1. Horizontal communication in organizations can be improved by \_\_\_\_\_\_\_\_\_\_\_\_\_ .

(a) Encouraging competition

(b) Giving feedback to every communication

(c) Installing telephone extensions in all offices

(d) Encouraging interdepartmental meetings

1. The following are ways of improving listening except \_\_\_\_\_\_\_\_\_\_\_\_ .

(a) Agreeing with everything being said

(b) Taking short notes where possible

(c) Asking questions where one did not understand

(d) Preparing to listen.

1. Why is it important to observe courtesy in business telephones?

( a) Courtesy is important for its sake

(b) To give a good impression about the organization

( c) To give a good impression about yourself

( d) To get the required feedback.

1. Which of the following is not a study skill technique?

( a) SQ3R

( b) Note taking

(c) Cornell System

( d) PASS.

1. Most organizations encourage usage of non verbal communication because \_\_\_\_\_\_\_\_\_\_\_\_

(a) It is cheaper compared to other media

( b) Its messages vary depending on one's cultural background

( c) It can be understood by all people

( d) It relies on the physical presence of the sender and receiver.

**SECTION B (60 MARKS)**

Answer **ANY THREE** questions from this section.

**QUESTION 2**

1. List any **five** qualities of a good business letter. *(5 marks)*
2. Imagine that you are the Customer Relations Manager for Premier Bank of Malawi. One of your customers has written a proposal to your bank that he should operate a Car Washing service for the bank customers as one way of adding value to banking services. After assessing the proposal, management has not approved it because, among others, this is not the core function of banking.

**Required:**

Write a letter of response to this customer. Give more reasons of your own for not approving this proposal.  *(15 marks)*

**(Total 20 marks)**

**QUESTION 3**

The Director of your college has noted with concern that 60 % of the candidates who sat for IOB exams in your college failed. He has asked you to investigate the causes and finally submit a report with recommendations to him.

**Required:**

Assume that you have conducted this investigation, write a short formal report. **(Total 20 marks**)

**QUESTION 4**

1. Give any **four** elements that distinguish letters from memos. *(8 marks)*
2. Explain the PASS and 7Cs principles of effective business communication.

*(12 marks)*

**(Total 20 marks)**

**QUESTION 5**

1. Give the meanings of the following terms as they apply to communication:
2. Complementary close *(2 marks)*
3. Ambience *(2 marks)*
4. Medium *(2 marks)*
5. Interpersonal communication *(2 marks)*
6. Explain the communication process using an illustration.  *(12 marks)*

**(Total 20 marks)**

**QUESTION 6**

Imagine that a new bank is being opened in your area. Members of your area have asked you to speak on their behalf during the opening ceremony of this bank. Inventing as many details as you can, write a befitting speech for this occasion. The speech should not have less than **400 words.** (**Total** **20 marks**)

**END OF EXAMINATION PAPER**