

**INSTITUTE OF BANKERS IN MALAWI**

**CERTIFICATE IN BANKING EXAMINATION**

**SUBJECT: INTRODUCTION TO BUSINESS COMMUNICATION**

**(IOBM – C105)**

**Date: Thursday, 12th May 2016**

**Time Allocated: 08:00 – 11:00 am**

**INSTRUCTIONS TO CANDIDATES**

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

2 Section A consists of 4 questions, each question carries 15 marks.

Answer **ALL** questions.

3 Section B consists of 4 questions, each question carries 20 marks.

Answer **ANY TWO** 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 Being each answer on a new page

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

7 All persons writing examinations without payment will risk expulsion from the Institute.

8 If you are caught cheating, you will be automatically disqualified in all subjects seated this semester.

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

**SECTION A (60 MARKS)**

Answer **ALL** questions from this section.

**QUESTION 1**

You have received an e-mail from the Institute of Bankers in Malawi giving you details about the subjects you have chosen, the amount of examination fees you have paid to the Institute, and the balances you need to pay before sitting for your examination. You believe the information sent to you is wrong.

**Required:**

1. Write a letter in full block style to the Institute giving them correct information and asking them to make corrections.  *(12 marks)*
2. Give any **three** reasons why people post letters instead of using emails.

*(3 marks)*

**(Total 15 marks)**

**QUESTION 2**

1. You have gone to sell the products of your bank to employees of a certain corporate organization in one of the cities of the country. Describe any **three** things you can do to communicate effectively at this networking even. *(3 marks)*
2. Describe an example of a situation in which:
3. A new bank is communicating to be accepted. *(2 marks)*
4. An established bank is communicating to be understood. *(2 marks)*
5. Why is feedback an important element in the communication cycle? *(2 marks)*
6. Give any **two** advantages of upward communication in a bank. *(2 marks)*
7. With an example from a banking scenario, explain what is meant by “contradictory non-verbal message” as a barrier to effective communication. *(2 marks)*
8. Mention any **two** factors that will determine the choice of a particular channel of communication. *(2 marks)*

**(Total 15 marks)**

**QUESTION 3**

1. Explain why it is important to have your audience in mind when planning your speech. *(2 marks)*
2. List down **three** ways that you can use to grab the attention of your audience during the opening of a speech. *(3 marks)*
3. When is it appropriate to use the following during the delivery of your speech?
4. A full speech script. *(2 marks)*
5. Notes with keywords or main points. *(2 marks)*
6. Reciting from memory. *(2 marks)*
7. Explain **two** reasons why it is important to maintain eye contact with your audience during an oral presentation. *(4 marks)*

**(Total 15 marks)**

**QUESTION 4**

In an essay, discuss any **four** tips for using an LCD projector during a presentation and why it is important to follow them. *(15 marks)*

**(Total15 marks)**

**SECTION B (40 MARKS)**

Answer **ANY TWO** questions from this section

**QUESTION 5**

1. With examples from the banking scenario, explain how you would use any **four** statistical visual aids to present information. *(8 marks)*
2. Discuss any **four** general rules or guidelines that you can follow when presenting visual information using tables.  *(12 marks)*

**(Total 20 marks)**

**QUESTION 6**

1. Distinguish formal from informal reports using examples. *(5 marks)*
2. Imagine that fellow students in your class have concerns relating to the way the banking course is taught in your college. Write a short formal report to the Principal of your college expressing the concerns. *(15 marks)*

**(Total 20 marks)**

**QUESTION 7**

1. In a face to face interview, your personal appearance and body language can help or hinder your chances of being offered a job in a bank.
2. Briefly describe **three** ways in which your personal appearance can create a good impression on the interviewers. *(6 marks)*
3. Describe any **four** things relating to body language that you should not do during interviews*. (8 marks)*
4. List **six** things that need to be done by an interviewer in preparation for a face to face job interview. (6 marks)

**(Total 20 marks)**

**QUESTION 8**

You are an Executive Banking Officer for a branch of your bank in one of the major cities of the country. A client, Stacy Mkandawire, has written you to find out if as an executive banker she can access a home ownership loan. Write a business letter in which you respond to her question. Underline the part(s) of the letter where you could have used bold letters if you were using a computer.

**(Total 20 marks)**

**END OF EXAMINATION PAPER**