

**INSTITUTE OF BANKERS IN MALAWI**

**CERTIFICATE IN BANKING EXAMINATION**

**SUBJECT: INTRODUCTION TO BUSINESS COMMUNICATION**

**(IOBM – C105)**

**Date: Thursday, 10th November 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**

1. Explain how recording all known class assignments can assist you in improving your time management. *(2 marks)*

1. List down **three** factors you need to consider to create a conducive study environment.  *(3 marks)*
2. Why is raising questions an important note-taking and in-class skill? *(2 marks)*
3. Briefly explain what is involved at each of the **five** steps of the SQ3R method of reading. *(5 marks)*
4. Explain the importance of empathetic listening when dealing with clients in a banking environment. *(3 marks)*

**(Total15 marks)**

**QUESTION 2**

1. Explain why it is important for a speaker to be conscious of the non-verbal messages that you may be sending to your audience? *(3 marks)*
2. In a banking situation, how could your manner of dressing be a form of message that you are sending to your clients concerning your attitude to work? *(2 marks)*
3. Explain **five** reasons why non-verbal communication is important to a banker.  *(10 marks)*

**(Total 15 marks)**

**QUESTION 3**

1. Give any **two** measures that management can take to improve the effectiveness of each of the following channels of communication in organizations.
2. Upward communication  *(4 marks)*
3. Horizontal communication  *(4 marks)*
4. (i) Describe how a grapevine operates within an organization. *(2 marks)*
5. Give any **two** advantages and **three** disadvantages that a grapevine can bring to an organization.  *(5 marks)*

**(Total 15 marks)**

**QUESTION 4**

1. Explain any **three** ways of improving time management. (6 marks)
2. Give any **three** factors that you need to consider when planning for a study session. (3 marks)
3. Using an illustration, explain how the Cornell system of note taking works. (6 marks)

**(Total15 marks)**

**SECTION B (40 MARKS)**

Answer **ANY TWO** questions from this section

**QUESTION 5**

1. Mention any **four** things which the chairperson should do in preparation for a meeting.  *(4 marks)*
2. Imagine you are the secretary of a staff welfare committee in your workplace. Inventing as much details as you can, write a notice of a meeting including the agenda. *(12 marks)*

1. Explain the **two** key factors that help secretaries determine the type of minutes to be written after a meeting. (4 marks)

**(Total 20 marks)**

**QUESTION 6**

1. List **four** ways in which communication over the telephone can be made effective. *(4 marks)*
2. Discuss the impact of Information and Communications Technology on the banking sector. *(16 marks)*

**(Total 20 marks)**

**QUESTION 7**

1. Give any **three** reasons why it is important to consider the audience before making a presentation. *(6 marks)*
2. Imagine that you have received an award for being the best employee of the year in your company. Your company has organized a special occasion for you where your Manager and all employees are in attendance. Write an acceptance speech to be given at this function. Your speech should not be more than **200 words.** *(14 marks)*

**(Total 20 marks)**

**QUESTION 8**

1. i. Discuss the importance of following any **three** basic rules for effective telephone conversation. *(10 marks)*
2. List down any **five** things you can do to create a good first impression when answering a telephone call from a corporate customer for your bank.

*(5 marks)*

1. Give any **two** advantages and any **three** disadvantages of using E-mail as a form of corporate communication. *(5 marks)*

**(Total 20 marks)**

**END OF EXAMINATION PAPER**