

**INSTITUTE OF BANKERS IN MALAWI**

**CERTIFICATE IN BANKING EXAMINATION**

**SUBJECT: INTRODUCTION TO BUSINESS COMMUNICATION – C105)**

**Date: Sunday, 11th November 2018**

**Time Allocated: 3 hours (08:00 – 11:00 Hours)**

**INSTRUCTIONS TO CANDIDATES**

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

2 Section A consists of 20 multiple 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. All 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. Define each of the following terms in relation to communication:
2. Ambience *(2 marks)*
3. Barrier *(2 marks)*
4. Paralanguage *(2 marks)*
5. Using an example of **each**, distinguish media from channel of communication. *(5 marks)*
6. Give any **two** advantages of non-verbal communication over verbal communication. *(4 marks)*

**(Total 15 marks)**

**QUESTION 2**

1. List any **six** qualities of an effective business document. *(6 marks)*
2. Explain the importance of each of the following parts of a business letter:
3. subject *(3 marks)*
4. introduction *(3 marks)*
5. conclusion *(3 marks)*

**(Total 15 marks)**

**QUESTION 3**

1. Explain the importance of each of the following when one is making an oral presentation:
2. Appropriate dressing *(3 marks)*
3. Using a visual aid *(3 marks)*
4. Engaging the audience *(3 marks)*
5. Mention any **three** advantages and any **three** disadvantages of self-disclosure. *(6 marks)*

**(Total 15 marks)**

**QUESTION 4**

1. Using an illustration, explain the Cornell system of note making. *(5 marks)*
2. Discuss the **five** stages of the writing process. *(10 marks)*

**(Total 15 marks)**

**SECTION B (40 MARKS)**

Answer **ANY TWO** questions from this section

**QUESTION 5**

1. Give any **five** ways in which a person can prepare for an oral presentation in order to make it effective. *(10 marks)*
2. Using a well labelled illustration, mention functions of the main parts of a desktop computer. *(10 marks)*

**(Total 20 marks)**

**QUESTION 6**

Imagine that you work in a bank. The Bank Manager has observed that customers do not have a saving culture. He asked you to investigate the observation and provide the reasons to the Manager in form of a short formal report. Write your report. **(Total 20 marks)**

**QUESTION 7**

1. Explain any **four** benefits that come with interpersonal communication skills. *(12 marks)*
2. Mention any **four** ways in which you can make a notice which is posted on a notice board easily attract the attention of readers. *(8 marks)*

**(Total 20 marks)**

**QUESTION 8**

1. Imagine that you are working and you have been invited by another organization to attend a meeting whose details are not adequate. Write a letter requesting for more information. *(12 marks)*
2. Explain any **four** ways in which a manager can improve team work in an organization. *(8 marks)*

**(Total 20 marks)**

**END OF THE EXAMINATION PAPER**