**INTRODUCTION TO COMMUNICATION SOLUTIONS – PAPER 1**

**SECTION A**

**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.

1. Candidates to write a letter in full block style to the Institute giving them correct information and asking them to make corrections.

Format = 3 marks

Content = 4 marks

Language = 5 marks (12 marks)

1. Reasons why people post letters instead of using emails include:

* The need to include physical attachments of receipts **1 mark**
* The need for an assurance that the letter has been received and acted upon in good time **1 mark**
* Power failure or Network failure **1 mark**

**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]**

**Introduce yourself**

**Shake hands firmly**

**Smile**

**Make and maintain eye contact as you are communicating**

**Bring business cards and hand them out to the people you are meeting**

**Relax and be yourself.**

***Any three for 1 mark each.***

1. Describe an example of a situation in which:
2. A new bank is communicating to be accepted. **[2 marks]**

**For example, as a new bank you go out to an organization whose employees have been clients of the old established banks. So as a new bank you go to such an institution to convince them to switch to or open accounts with your bank. You sell the products of your bank by highlighting their advantages.**

1. An established bank is communicating to be understood. **[2 marks]**

**For example, as an established bank you have established new banking measures for clients to follow. You send out communication to clients explaining why the new measures have been introduced so that they are not taken by surprise, which may lead to customer dissatisfaction.**

1. Why is feedback an important element in the communication cycle? **[2 marks]**

**It enables the receiver to determine whether the message has achieved its intended purpose or not.**

1. Give any **two** advantages of upward communication in a bank. **[2 marks]**

**It increases staff motivation**

**It makes employees feel valued and respected**

**It acts as feedback to top level managers regarding how employees are feeling. *Any two for 1 mark each***

1. With an example from a banking scenario, explain what is meant by “contradictory non-verbal message” as a barrier to effective communication. **[2 marks]**

**This is when a person delivering a message says something but his or her body language says something different. *[1 mark for explanation, 1 mark for relevant example.***

1. Mention any **two** factors that will determine the choice of a particular channel of communication. **[2 marks]**

**The urgency of the message**

**Whether the communication is internal of external**

**The size and location of the audience**

**The nature of the information**

**The need for a written record**

**The level of sensitivity or confidentiality of the message**

**The cost of the communication**

**The need for interaction and feedback.**

***Any two for 1 mark each.***

**QUESTION 3**

1. Explain why it is important to have your audience in mind when planning your speech. **[2 marks]**

**It helps you in deciding on the strategies that you can use in order to keep your audience engaged during actual speech delivery.**

**It helps in deciding the amount of information/detail that you should include in the actual speech. *Any 1 for 2 marks***

1. List down **three** ways that you can use to grab the attention of your audience during the opening of a speech. **[3 marks]**

**Raise a thought-provoking question**

**Make an interesting or controversial statement**

**Recite a relevant quotation**

**Tell a joke**

***Any 3 for 1 mark each***

1. When is it appropriate to use the following during the delivery of your speech?
2. A full speech script. **[2 marks]**

**When you want to ensure that nothing is omitted or forgotten.**

1. Notes with keywords or main points. **[2 marks]**

**When you have committed your speech to memory but you want the notes to help you maintain the flow of your speech.**

1. Reciting from memory. **[2 marks]**

**When you feel comfortable speaking publicly and are not prone to loss of memory or concentration.**

1. Explain **two** reasons why it is important to maintain eye contact with your audience during an oral presentation. **[4 marks]**

**It is a sign of confidence on the part of the speaker.**

**It enables the speaker to get feedback from his/her audience.**

***2 marks each.***

**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]**

**Keep the screen above the heads of the participants to ensure that they do not struggle in seeing what is projected.**

**Keep the screen in full view of the participants so that everyone is able to see.**

**Do not block anyone’s view when presenting.**

**Darken the room appropriately by blocking out the sunlight or by dimming any nearby light to ensure a clear projection.**

**Turn the screen off or block it between slides if you are going to talk for more than two minutes to ensure that participants follow your talk instead of focussing on the slide being projected.**

**Talk to the audience and not to the screen to ensure that you maintain eye contact.**

**If you are using a pointer, use it to emphasize certain points only. Overusing it can distract the audience from focussing on the main points.**

**1 mark each for each tip mentioned x 4 = 4 marks**

**2 marks each for explaining why it is important to follow each tip x 4 = 8 marks**

**2 marks for introduction**

**2 marks for conclusion**

**1 mark for language**

**TOTAL = 15 marks**

**SECTION B**

**QUESTION 5**

1. Give an example of banking scenario when use the following to present statistical information would be appropriate? (STUDENTS ARE NOW REQUIRED TO ANSWER THE QUESTION BY MENTIONING ANY 4 STATISTICAL VISUALS)
2. Tables **[2 marks]**

**To present numerical information relating to number or types of clients using different types of banking products over a period of time such as a year.**

1. Line graph **[2 marks]**

**To show fluctuations in client savings across different seasons in the farming calendar.**

1. Pie chart **[2 marks]**

**To show the sizes of the client base for different types of banking products.**

1. Flow chart **[2 marks]**

**To show the processes that are followed in different banking activities such as processing a client loan, opening a bank account, clearing a cheque involving huge sums of money for a client. Or to show relationships that exist between different sections within a bank or with other external organizations. *Any 1 of the two for 2 marks.***

1. Discuss any **four** general rules or guidelines that you can follow when presenting visual information using tables. **[12 marks]**

**The table should have a clear title.**

**All rows and columns should be clearly labelled.**

**All units of measurement being used should be stated.**

**Give sub-totals where necessary and totals at the bottom of each column of figures and at the far right of each row.**

**Do not pack your tables with a lot of data.**

**Add the source of the information you are presenting where relevant.**

***3 marks each for any four.***

**QUESTION 6**

1. Formal reports emphasize the usage of formal language and layout. Examples are reports requiring investigations. Informal reports allow the writer to decide the layout or presentation of the report. Such reports are usually on issues that do not require any investigation or template of reporting. Examples include reports on a workshop attended by the writer, reports on absenteeism. etc. (5 marks)
2. Candidates to write a short formal report to the Principal of their college expressing the concerns. The report to have the following key features:

Introduction = 3 marks

Methods = 2 marks

Findings = 5 marks

Conclusions = 2 marks

Recommendations = 3 marks

Language to be marked out of 5 marks (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. **Three** ways in which your personal appearance can create a good impression on the interviewers include: (6 marks)

* Smart dressing may show that you are an organised person
* Personal grooming may show you care for your details and surroundings
* Confidence may show that you know your work

(2 marks each)

1. **Four** things relating to body language that you should not do during interviews may include: (8 marks)

* Loosing eye contact
* Mannerisms
* Changing postures unnecessarily
* Leaning of table

(Candidates to describe how each of these might lead to failure for **2 marks** each)

1. **Six** things that need to be done by an interviewer in preparation for a face to face job interview include: (6 marks)

* Inform the interviewee about the interview
* Set the objectives for the interview
* Prepare a suitable venue for the interview
* Prepare suitable questions to ask the interviewee
* Prepare model answers
* Prepare score sheets
* Arrange for copies of candidate CVs
* Arrange for transport and accommodation reimbursements if any

(1 mark each)

**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. **[20 marks]**

**The letter should have the following:**

**Sender’s address [2 marks]**

**Date [1 mark]**

**Recipient’s address [2 marks]**

**Salutation [1 mark]**

**Title or Subject of the letter [1 mark]**

**Thanking the client for her enquiry [2 marks]**

**Providing the response to the question [2 marks]**

**Providing additional information [2 marks]**

**Closing the letter with expression of hope for business with the client [2 marks]**

**Yours sincerely [1 mark]**

**Sender’s signature [1 mark]**

**Sender’s name and position at the bank [1 mark]**

***1 mark for layout and 1 mark for language.***