

**INSTITUTE OF BANKERS IN MALAWI**

**CERTIFICATE IN BANKING EXAMINATION**

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

**Date: Sunday, 13th May 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. List **four** steps you would take to improve your time management as a student at the Institute of Bankers in Malawi. *(4 marks)*
2. Describe **two** strategies you should consider when planning for your study.

*(8 marks)*

1. Making effective notes can be a challenge. State **three** of these challenges.

*(3 marks)*

**(Total 15 marks)**

**QUESTION 2**

1. Briefly explain any **two** ways in which one can display interpersonal skills in face to face communication. *(5 marks)*
2. Give **five** factors that can help you determine the choice of a channel you would like to send your message through. *(5 marks)*
3. Illustrate the difference between the Wheel Network pattern and Chain Network pattern. *(5 marks)*

**(Total 15 marks)**

**QUESTION 3**

1. Explain how different a short formal report is from an informal report.

*(4 marks)*

1. Mention the sections that you find in an extended formal report and not in a short formal report. *(2 marks)*
2. Briefly discuss what a writer should focus on when writing a short formal report. *(9 marks)*

**(Total 15 marks)**

**QUESTION 4**

1. Distinguish an informative meeting from a consultative meeting. *(5 marks)*
2. Briefly explain what steps need to be considered by the convener in order to have an effective meeting. *(5 marks)*
3. State **five** duties of a participant in a meeting. *(5 marks)*

**(Total 15 marks)**

**SECTION B (40 MARKS)**

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

**QUESTION 5**

1. Define an impromptu speech. *(1 mark)*
2. Give **three** primary reasons for making a speech. *(3 marks)*
3. Describe **three** methods that you can use for delivering a speech. *(6 marks)*
4. Imagine that you are going to present a report to a group of managers. Explain **four** steps you would take to ensure that you make an effective presentation.  *(10 marks)*

**(Total 20 marks)**

**QUESTION 6**

1. State **any five** barriers to communication in a typical conversation between a banker and customer. *(5 marks)*
2. Using relevant examples, demonstrate how each of those barriers stated above affect communication. *(15 marks)* (**Total 20 marks)**

**QUESTION 7**

1. A picture paints a thousand words. Explain.  *(5 marks)*
2. You have been asked to comment on a presentation which lacks visual aids. Demonstrate in **three** ways, how the use of visual aids will improve the presentation.  *(15 marks)*

**(Total 20 marks)**

**QUESTION 8**

1. Describe the **three** formats of business letters. *(5 marks)*
2. Imagine that you are the secretary of a committee organising a graduation ceremony for the final year students of the Institute of Bankers. In a recent meeting, you agreed that the ceremony should be held at Mount Soche Hotel in Blantyre.

**Required:**

Write a letter to the manager of the hotel asking for the charges of holding the function there and the availability of the venue on the planned date.

*(15 marks)*

**(Total 20 marks)**

**END OF THE EXAMINATION PAPER**