

**INSTITUTE OF BANKERS IN MALAWI**

**CERTIFICATE IN BANKING EXAMINATION**

**SUBJECT: INTRODUCTION TO BUSINESS COMMUNICATION**

**(IOBM – C105)**

**Date: Thursday, 20th November 2014**

**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 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 Begin each answer on a new page.

6 **Please write your examination number on each answer book used. Answer books without examination numbers 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**

Creating a semester schedule is one of the four strategies that can be very useful for managing your time more effectively:

1. Mention any **four** reasons why it is important to record your class assignments from the beginning of the semester.  *(8 marks)*
2. Explain any **three** barriers associated with making effective notes. *(7 marks)*

**(Total 15 marks)**

**QUESTION 2**

Imagine you are a branch manager of Tiyanjane Bank. Recently you have been receiving complaints that some of the employees have become reluctant to assist customers and are generally rude to them.

**Required:**

Write a memorandum to the employees warning them against this unbecoming behaviour and stating the possible consequences that may befall them should they continue with this kind of behavior.

**(Total 15 marks)**

**QUESTION 3**

Imagine that your manager will be delivering a speech at a meeting. He has requested you to write a speech on his behalf. Explain any **four** stages you would undergo before and in writing this report.

**(Total 15 marks)**

**QUESTION 4**

In communication, audio-visual aids play a very important role.

1. Briefly explain the significance of using audio-visual aids. *(2 marks)*
2. Mention any **four** advantages of the Flip Chart.  *(4 marks)*
3. Give any **three** barriers to effective communication and for each of them explain how it can be overcome*. ( 9 marks )*

**(Total 15 marks)**

**SECTION B (40 MARKS)**

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

**QUESTION 5**

Imagine that you were part of a team that was conducting the **Know Your Customer (KYC)** campaign. Your Manager has asked you to make a presentation on the findings. Outline the techniques you would use to make the presentation successful.

**(Total 20 marks)**

**QUESTION 6**

1. Briefly explain the **three** media of communication, giving **an** example on each.

*(12 marks)*

1. Explain any **two** disadvantages of using a telephone as a means of communication*. (4 marks)*

(c) Mention any **four** ways in which you can create positive impression to a customer in a telephone conversation. *(4 marks)*

**(Total 20 marks)**

**QUESTION 7**

1. One of your customers complained that her account was wrongly debted**.**

**Required:**

Write a letter to the customer explaining why it happened and assuring her that this would not happen again. *(16 marks)*

1. Briefly explain any **two** advantages of using a letter as a medium of communication in an organization. *(4 marks)*

**(Total 20 marks)**

**QUESTION 8**

1. Briefly explain the following:
2. Information Meetings.
3. Consultative Meetings.  *(4 marks)*

1. Suppose you are the Branch Manager of Tapani Bank. Recently you have observed that business has slowed down. After some investigations on the matter you would like to present the findings to management.

**Required:**

Write a report to management explaining some of the reasons for this negative development and suggesting ways of overcoming each of them.

(*16 marks)*

**(Total 20 marks)**

**END OF EXAMINATION PAPER**