

Diploma in Islamic Banking Examination, October-2021

PART-I

105: Business Communication

Time: 3 hours

Full Marks: 100

Pass Marks: 45

(N.B.: Answer any 5 (five) of the questions given below.

The figures in the right margin indicate full marks.)

1. a) What is Business Communication? How does a "Business Communication" differ from a "Personal Communication"? 6
- b) State the principles of effective communication with special reference to the Hadiths of the Prophet Muhammad (SAW). 8
- c) What do you mean by Automated Communication? What is its impact on banking business? 6
2. a) Briefly describe the common forms and modes of Internal Communication. 7
- b) Discuss the factors that you would consider in choosing an appropriate medium of communication. 6
- c) What communication means would you prefer to adopt in widening the customer base of your bank. Give arguments in support of your answer. 7
3. a) Point out the challenges of using technology in business communication and possible ways of overcoming such challenges. 7
- b) How does the technology facilitate virtual banking? 6
- c) What is zoom meeting? Discuss the pros and cons of such meeting in financial organizations like banks. 7
4. a) Distinguish between a Circular Letter and an Advertisement. 4
- b) As a Public Relations Officer (PRO) of your bank, make a "press release" covering information about the opening of a new branch of your bank. 8
- c) Draft a notice of a Board Meeting of your bank mentioning some common agenda of such meetings. 8
5. a) What is a Memo? Discuss the purposes of using Memos in an organization. 4
- b) Suppose you are a Branch Manager of an Islamic bank, write a cautionary letter to an employee of your branch for absents from office without authorization. 8
- c) Draft a reply to a customer of your bank who complained about a double debit against a single withdrawal through the ATM of your branch. 8
6. a) Explain the importance of recording Minutes in a banking organization. 4
- b) Suppose that you are the Secretary of an Islamic bank. Write the Minutes of a recently held meeting of the Asset Liability Committee (ALCO) of your bank. 8
- c) As a Manager of your bank, draft a condolence message to the family of an employee who died recently as a victim of COVID-19. 8
7. a) What is a Business Report? 2
- b) Prepare a report on the feasibility of Agent Banking Operations of your bank. 10
- c) Write a letter to a Governmental Organization requesting it to open an account with your bank for receiving/collecting utility bills. 8
8. Write short notes on any 5 (five) of the following: 5x4=20
 - a) 5G Communication System
 - b) SWIFT and Voice mail
 - c) Hacking
 - d) BEFTN & RTGS
 - e) Goodwill Letters
 - f) Non Verbal Communication
 - g) MIS
 - h) Group Discussion

The End