

Diploma in Islamic Banking Examination, May-2022

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) Define Communication and state its role in business with special reference to a financial institution. 8
- b) Describe the elements of successful business communication. 6
- c) What guidelines do you get about communication in Islam as revealed from the teachings of Prophet Muhammad (SAW). 6
2. a) How can you classify communication? Explain briefly. 8
- b) Briefly explain the different modes of internal communication that are used in your bank. 7
- c) Describe the factors that affect external communication of a banking institution. 5
3. a) Narrate the importance of "Informal Communication" in an organization. 5
- b) Give some examples of the situations that justify the use of informal communication in an organization. 7
- c) "A good business letter should be concise but clear". Explain the statement highlighting the characteristics of effective business letter. 8
4. a) Discuss the advantages and disadvantages of using technology in banking communications. 8
- b) Do you think that COVID pandemic has opened up a new era of communications in today's business organization? Justify your answer. 5
- c) Shortly describe the methods of virtual communication in today's business organizations. 7
5. a) Why does an organization use "Circular Letters"? 4
- b) Draft a circular letter on the proper use of social media by the employees of your bank. 8
- c) Draft an Advertisement for the recruitment of "Probationary Officers/Management Trainee Officers" at your bank. 8
6. a) Suppose that you, as the Manager of the Customer Service Department of your bank, are planning to launch a special campaign in popularizing "Fintech Services" of your bank. Draft a version of "Detailed Guidelines" of the campaign for your management approval. 10
- b) Prepare a Leaflet describing the benefits and methods of utilizing the services of "Cellfin" or any other app based services of your bank. 10
7. a) Describe the principles of writing a good business report. 7
- b) Draft the minutes of the Risk Management Committee of your bank based on the hypothetical agenda. 7
- c) Write a letter addressing to a defaulter client to regularize his liability with your branch of your bank. 6
8. Write short notes on **any 5 (five)** of the following: 5x4=20
 - a) Cyber Security
 - b) Zoom Meeting
 - c) AGM
 - d) Horizontal Communication
 - e) Executive Summary
 - f) Miscommunication
 - g) Communication Culture
 - h) Internet Banking

The End