

Diploma in Islamic Banking Examination, November-2022

105: Business Communication
Part : I **Full Marks: 100**
Time: 3 Hours **Pass Marks: 45**

(N.B.: Answer **any 5 (five)** of the following questions. The figures in the right margin indicate full marks.)

1. a) How does “Business Communication” differ from “Personal Communication”? 6
b) Define “Digital Communication” and describe its merits and demerits. 7
c) What lesson can we learn from communication style of Prophet Muhammad (SM), as revealed in Hadith? 7
2. a) Differentiate between Internal and External communication. 6
b) Describe the common forms and modes of external communication. 8
c) What factors need to be considered in selecting an appropriate mode of communication? Explain briefly. 6
3. a) Briefly describe the steps involved in the process of communication. 8
b) State the characteristics of a good business letter. 6
c) Discuss the unique features of the “Communication Culture” of an Islamic financial institution. 6
4. a) Define a “Circular Letter” and explain how it differs from an “Advertisement”. 6
b) Draft a circular letter on controlling the use of utilities in all offices of your bank. 8
c) How do virtual meetings help minimize the organizational expenditure? 6
5. a) Write a letter to a valued investment client requesting him/her to use the Cellfin Apps of your bank. 10
b) Prepare a leaflet on the benefits of school banking with a view to creating a savings culture among students during their early ages. 10
6. a) Draft the notice of a typical Annual General Meeting of your bank. 7
b) Draft the minutes of hypothetical Board Meeting of your bank. 7
c) Draft a letter to one of your clients refusing his proposal for rescheduling the default investment with your branch. 6
7. a) Suppose you are the Manager of a branch of an Islamic bank. You want to open an ATM booth at a prospective location closer to your branch. Write a letter to your Head Office with proper justification. 10
b) Draft a report to be sent to your Head Office on the status of Government declared “Stimulus Package” for the COVID-19 affected CMSME clients of your bank. 10
8. Write short notes on **any 5 (five)** of the following: 5x4=20
 - a) Social Media
 - b) Press Release
 - c) Fintech
 - d) SWIFT
 - e) NPSB & RTGS
 - f) Questionnaire
 - g) Digital Currency
 - h) Non Verbal Communication

The End