

Diploma in Islamic Banking Examination, May-2023

Part : I Subject Code: 105
Subject Name: Business Communication
Full Marks: 100 Pass Marks: 45
Time: 3 Hours

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

1. a) Define Communication and discuss its importance in the financial institutions. 8
b) Briefly describe the principles of effective business communication. 6
c) Narrate special features of the communication style of Prophet Muhammad (SW). 6
2. a) How can you classify Business Communication? 4
b) Briefly explain the comparative merits and demerits of oral versus written communication in business. 8
c) What are different modes of Internal Communication? Describe briefly. 8
3. a) Why is “Feedback” important in business communication? 4
b) Narrate the situation that justifies the use of “Informal Communication” in banking institutions. 8
c) How does the digital advancement affect the communication culture of an organization? 8
4. a) What are “Goodwill Letters”? When are such letters used? 4
b) Draft a letter to one of your valued clients informing him/her about the “Locker Services” available at your branch. 8
c) Draft a reminder letter to be issued to one of your clients for repayment of a “Stimulus Investment” to be due shortly. 8
5. a) What are Persuasion Letters and what are its features? 4
b) Write a letter to prospective customer to keep deposits in your branch of the Islamic bank. 8
c) As the branch manager of an Islamic bank, write a letter to the Head of the Human Resources Division at the Head Office to place some additional manpower at your branch with justification. 8
6. a) State descriptive purpose of “Advertisement” and “Press Release”. 4
b) Prepare an advertisement on “Talent Hunt” for the post of “Probationary Officers” in your bank. 8
c) Draft a press release along with a letter to the Editor of a daily newspaper for publishing the news of a discussion meeting held at your branch in connection with the celebration of Independence Day, 2023. 8
7. a) Define a “Memo” and discuss the purposes of writing memos in an organization. 4
b) Prepare a “Leaflet” for distribution among the expatriate Bangladeshis detailing the benefits of sending remittances through banking channel. 8
c) Write a short report on your recent visit to a RMG factory in connection with enhancing its working capital limit. 8
8. Write short notes on **any 5 (five)** of the following: 5x4=20
a) Voice Mail b) Multimedia Presentation c) Twitter
d) Cyber Security e) Internet f) Circular Letter
g) Minutes h) References