

THE INSTITUTE OF BANKERS, BANGLADESH (IBB)
92nd Banking Diploma Examination
JAIBB

Business Communication (BC)

Time—3 hours

Full marks—100

Pass marks—50

[N.B. The figures in the right margin indicate full marks. Answer any five questions in English.]

		Marks
✓ 1.	(a) What is visual communication?	5
	(b) Mention the merits and demerits of visual communication.	15
✓ 2.	(a) What do you mean by AGM?	5
	(b) Describe the importance and purposes of AGM of your bank.	15
3.	(a) What is ATM booth?	5
	(b) As a manager write a letter to the authority concerned of your bank to open an ATM booth beside your branch.	15
4.	(a) What are the general functions of a bank manager?	5
	(b) Suppose, you have been transferred to a branch that has been making loss for the last few years. Now, what are the measures you can take to make it a profitable one?	15
5.	(a) Why is 'security' necessary for sanctioning a bank loan?	5
	(b) As a manager write to a valued customer informing him that the car loan he has applied for, cannot be sanctioned owing to insufficiency of security.	15
6.	(a) What do you mean by 'feasibility report' of a project?	5
	(b) Draft a letter to a customer suggesting measures for improving the project profile to make it eligible for bank loan.	15
✓ 7.	(a) What do you know about mobile banking?	5
	(b) Mention the advantages and disadvantages of mobile banking.	15
✓ 8.	(a) What is annual report of a bank?	5
	(b) What messages are there in the annual report of a commercial bank that are given to its customers and investors? .	15

Marks

9. (a) What do you know about Human Resources Department? 5
(b) Draft a speech for the Managing Director of your bank to be delivered at the final session of the seminar on Human Resources Management. 15
10. Write short notes on any four of the following : 5×4=20
- (a) Video Conference
 - (b) Campaign for Deposit
 - (c) Zoom Meeting
 - (d) Corporate Social Responsibility (CSR)
 - (e) Working Paper of a Meeting
 - (f) Single-digit Interest Rate.