

THE INSTITUTE OF BANKERS, BANGLADESH (IBB)

93rd Banking Diploma Examination, 2022

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.]

	Marks
1. (a) What are the main types of graphics?	5
(b) Explain how they are important for business communication.	15
2. (a) What are the main functions of a bank branch?	5
(b) The functions of your branch have recently been increased tremendously. So, as a manager write a letter to your head office for two more trained officers for posting in your branch.	15
3. (a) What is automated clearing system?	5
(b) Write a letter to the concerned authority highlighting the problems you face while performing clearing functions and seeking suggestions for overcoming them.	15
4. (a) What are the main functions of the Foreign Exchange Dept. of a bank?	5
(b) As a manager prepare a report on last year's performance of the Foreign Exchange Dept. of your branch highlighting the new activities you have taken for its improvement.	15
5. (a) Why is a new branch of a bank opened?	5
(b) As a branch manager write a letter to the concerned authority of your head office explaining the necessity to shift your branch to a new location of the town.	15
6. (a) What do you understand by manners and etiquette?	5
(b) 'Manners and etiquette can play a vital role in making a financial business successful'—Discuss.	15

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7. (a) What are the different types of mass communication? 5
(b) Discuss the advantages and disadvantages of written communication. 15
8. (a) What are the salient features of a good persuasive letter? 5
(b) Write a persuasive letter to a valued customer requesting him/her to avail the 'Deposit Pension Scheme' of your bank. 15
9. (a) Why training is necessary in banking career? 5
(b) Prepare a report to be submitted to your banks administrative authority about what you have learnt by participating in a training program conducted by BIBM on 'banking service is at the door of people'. 15
10. Write short notes on any **four** of the following : 5×4=20
- (a) E-cash
(b) Wage Earner Scheme
(c) Bank Solvency Certificate
(d) Foreign Currency Account
(e) Legal Notice
(f) Penal Interest