

## THE INSTITUTE OF BANKERS, BANGLADESH (IBB)

95th Banking Diploma Examination, 2022

JAIBB

Business Communication (BC)

Subject Code :

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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 the importance of USD in business?  | 5     |
|    | (b) Why has the value of USD increased abnormally in Bangladesh and what are the measures BB has taken to control it?   | 15    |
| 2. | (a) What are the important types of commercial advertisements?  | 5     |
|    | (b) Elucidate the fact that commercial advertisements play a vital role in business communication.  | 15    |
| 3. | (a) How does teamwork contribute to your success as a branch manager?   | 5     |
|    | (b) Describe the different steps you can take to seen your bank successfully.   | 15    |
| 4. | (a) What is the importance of persuasive letters?   | 5     |
|    | (b) Write a persuasive letter to a prospective customer of your bank trying to convince him about the new deposit scheme.   | 15    |
| 5. | (a) What are the qualities of a good report?  | 5     |
|    | (b) Write a report on a meeting recently held in your bank proposing collateral free loans for the poor.  | 15    |
| 6. | (a) What is a circular letter?  | 5     |
|    | (b) Write a circular letter as a 'Branch Manager' announcing as 'Incentive Award' for the best employee as regards punctuality, prompt service, good manners and hard work. | 15    |

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- |   | Marks  |
|---|--------|
| 7. (a) What are the things that you have to keep in concern before opening a bank account?  | 5      |
| (b) Suppose, you are transferred to the head office. Now as the previous manager, write a letter to the newly posted manager informing him of the most challenging aspects of your previous position. | 15     |
| 8. (a) What importance do calendars and diaries bear in banking activities?   | 5      |
| (b) Draft a work order from the part of your bank to printers for printing calendars and diaries for the next year.   | 15     |
| 9. (a) What are the key features of a welcome address in a seminar session.   | 5      |
| (b) Suppose, a customer has complained to the bank that a cheque issued by him has been dishonored despite sufficient balance in his account.<br>Now, draft a persuasive reply with a valid reason.   | 15     |
| 10. Write short notes (any four) :  | 5×4=20 |
| (a) Memorandum  |        |
| (b) Corporate Social Responsibility   |        |
| (c) Leaflets and Brochures  |        |
| (d) RTGS and EFT  |        |
| (e) Security for Loan   |        |
| (f) Feedback.   |        |