

THE INSTITUTE OF BANKERS, BANGLADESH (IBB)

99th Banking Professional Examination, 2024

JAIBB

Business Communication in Financial Institutions (BCFI)

Subject Code :

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Time—3 hours

Full marks—100

Pass marks—45

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

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|---|--------|
| 1. (a) Communication plays a pivotal role in transforming the world into a 'Global Village.'—Do you agree? Explain in your own words. | 8 |
| (b) Discuss the factors that influence communication in an organization. Give your recommendations to remove the shortcomings in the communication process of your organization. | 6+6=12 |
| 2. (a) Why ethical communication is significant for any organization? How can you ensure ethical communication in your esteemed organization? | 5+5=10 |
| (b) It's very important to be professional in the workplace and effective communication depends significantly on professionalism. Discuss the elements of professionalism. | 10 |
| 3. (a) In the perspective of inclusive growth of the country, women-led Cottage, Micro, Small and Medium Enterprises (CMSMEs) have been prioritized for a pretty long time. Recently, "Small Enterprise Refinance Scheme" has been dedicated for women entrepreneurs with the features of low interest rate, grace period, collateral free, simple process etc. Considering the importance of the matter, issue a credit circular letter for bank branches against Bangladesh Bank Circular highlighting the key points there in. | 12 |
| (b) What are the qualitative features of a good persuasive letter? Why persuasive message is significant for any organization? | 8 |

[Please turn over

	Marks
4. (a) Briefly outline the rules for conducting effective meetings in a business environment.	8
(b) Risk Management Department has convened an emergency meeting to discuss a problem that caused a serious threat to the bank's profitability. Some fraudulent activities of a big client you are dealing over the years add fuel to it. In this situation, contingency plan is needed for your organization.	12
(i) Suppose the meeting has gone heated. As a responsible banker, how will you deal with this situation?	
(ii) How will you convince your colleagues of Risk Management Department to prepare contingency plan?	
5. (a) Group conversation is one of the best ways to arrive at a solution—Do you agree? Explain briefly.	10
(b) Describe the steps in conducting effective group discussion. How will you resolve conflict in a group?	10
6. (a) What is external business communication? Discuss the importance of external communication in banks.	10
(b) A person must understand clearly on the usage of specific method in specific situation—Do you agree? Explain the methods of external communication.	10
7. (a) Discuss the main components on a CV (Curriculum Vitae).	5
(b) Write a resume for applying to the senior position in an organization where both technical financial knowledge and interpersonal skills are valued.	15
8. (a) Discuss the necessity of graphic aids in business communication.	10
(b) What are the different types of graphic presentation in business reports?	10
9. (a) What are the do's and don'ts of e-mail writing? Discuss the main uses of e-mail in business.	12
(b) How will you manage the challenges of social media from organizational point of view?	8
10. Write short notes on any four of the following :	5×4=20
(a) ESDD and Sustainable Finance	
(b) Cyber Security and Cyber Crime	
(c) Infographics	
(d) Claims and Adjustment Letter	
(e) Down Word Communication	
(f) Team Work.	