

THE INSTITUTE OF BANKERS, BANGLADESH (IBB)

5th Banking Professional Examination, April-2025

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) “The art of communication is the language of leadership”-Do you agree? How will you link it to the effective communication in leading your organization? | 10 |
| (b) What is upward communication? Describe the benefits and challenges associated with upward communication in financial organization. | 10 |
| 2. (a) Distinguish between withholding information and distorting information. How can ethical considerations influence communication process in the business? | 10 |
| (b) Informal business communications are unstructured discussion that take place within an organization but don't follow any set rules. In this context, answer the following questions : | |
| (i) What is informal communication in the work place? Discuss the types of informal communication. | 5 |
| (ii) Mention the merits and demerits of informal communication. | 5 |
| 3. (a) What are the key features of women led enterprises according to the National Industrial Policy-2016? | 4 |
| (b) Write down your recommendation for removing barriers to women entrepreneurs financing. | 6 |
| (c) To ensure inclusive growth of the country, women participation in the national economy is imperative. Considering the importance of women economic empowerment, your esteemed organization has arranged a financial literacy programme with a view to create awareness among women entrepreneurs. In this context, write a letter to the prospective women entrepreneurs informing the details of the programme with a request for participation in the programme. | 10 |

[Please turn over

	Marks
4. (a) "Annual report is different from auditors report" Do you agree? Explain in your own words.	10
(b) Describe the role of visual communication in financial organization in conveying complex financial data to stakeholders.	10
5. (a) Do you consider e-mail as an inevitable tool for business communication? Why it is important to choose a SMART subject line in e-mail writing?	12
(b) Discuss the advantages and challenges of using communication technology in modern business.	8
6. (a) Do cultural differences affect the communication process? Discuss the importance of understanding cultural diversities in international communication.	15
(b) How one can improve cross-cultural communication?	5
7. (a) "Product publicity is a public relations strategy"—Do you agree? How it can create positive impression of your organization among public?	8
(b) Draft a commercial advertisement with detailed features of a financial product of your esteemed organization.	12
8. (a) What is business proposal? Define the solicited and unsolicited proposals from the organizational perspective.	10
(b) Power point presentation slides are used not just for ornamental purposes rather it must be functional—discuss it.	10
9. (a) Briefly outline the core principles for conducting effective meetings in a business environment.	10
(b) Define networking etiquette and discuss its importance in professional life.	10
10. Write short notes on any four of the following :	5×4=20
(a) Bangla QR	
(b) Chat GPT	
(c) Global Village	
(d) Plagiarism	
(e) ESDD	
(f) Block Chain Technology.	