



The Institute of
Bankers Pakistan

Time Allowed: 3 Hours

Maximum Marks: 100

Business Communication for Financial Services

Date: December 11, 2019

JAIBP (Stage-I)

Roll No:

Instructions:

- i. Attempt ALL questions;
- ii. Answers must be neat, relevant and brief;
- iii. In marking the question paper, the examiners take into account clarity of exposition, logic of arguments, presentation and language;
- iv. Read the instructions printed inside the top cover of answer script CAREFULLY before attempting the paper;
- v. DO NOT write your Name, Access No. or Roll No. etc. anywhere inside the answer script(s);
- vi. Candidates are advised not to mark any of the objective answer on the question paper, otherwise their paper will be cancelled;
- vii. Question Paper must be returned to invigilator before leaving the examination hall.

SECTION B: SUBJECTIVE

All the questions from Section B are compulsory.

(55 Marks)

- Q1.** While assessing impact of audience analysis on delivery of report and presentation, state the importance of following: **(06 Marks)**
- Knowledge of the topic
 - Attitude of audience towards the topic
 - Audience size
- Q2.** List the components of a business letter. (Any six) **(06 Marks)**
- Q3.** Meetings can be one of the biggest time drains for us as an individual and for a business. Elaborate any five ways to make meetings effective. **(10 Marks)**
- Q4.**
- A.** List the ways to improve interpersonal skills. (Any eight) **(08 Marks)**
- B.** Briefly explain the following: **(10 Marks)**
- Internal Communication
 - External Communication
 - Upward Communication
 - Downward Communication
 - Horizontal Communication
- Q5.**
- A.** Elaborate how harassment is illegal and unethical and what need to be done to prevent verbal and non-verbal harassment within an organization. **(05 Marks)**
- B.** Ethical communication enhances human worth and dignity by fostering truthfulness, fairness, responsibility, personal integrity and respect for self and others.
Write in your own words the application of ethics in communication. **(05 Marks)**



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Q6. Re-write the below-mentioned email in the context of Clarity and Completeness i.e., two of 7C's of communication. **(05 Marks)**

Subject: Meeting

Dear Sir,

I wanted to remind you for today's meeting that we discussed day before yesterday. Hope you will attend the meeting. I can answer your query, if any.

Best wishes,

Aslam

X ——— END OF PAPER ——— X