

CANDIDATE DETAILS			
Access Number	Roll Number	For Official Use Only	Serial Number
Subject BUSINESS COMMUNICATION FOR FINANCIAL SERVICES			
Candidate's Name			
Father's Name			
CNIC Number			
Cell Number		E-mail	
I verify that my particulars given above are correct and I declare that I have read the INSTRUCTIONS printed in the examination booklet, and/or given in the ISQ Examination Guidelines, violation of which would mean cancellation of my paper and debarment from appearing in future examinations.			
Candidate's Signature		Invigilator's Signature	



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The Institute of Bankers Pakistan

ISQ Examination Winter - 2017 Stage - I Business Communication for Financial Services

SEAL
BOOK
HERE

Section 2
Constructed and Extended
Response Questions

Number of Questions: 7
Marks: 55

Allotted time : 120 minutes



INSTRUCTIONS FOR THE CANDIDATES

1. The candidate must abide by the ISQ Examination Guidelines sent along with the admit card.
2. The candidate must sign the booklet after verifying the particulars and should **NOT** write his/her name or roll number on any other page of the examination booklet.
3. The candidate is advised **NOT** to approach the invigilators for seeking any explanation related to the questions in the examination paper.
4. Laptops, mobile phones or any other gadgets are **NOT** permitted in the examination hall. **ONLY** simple calculators are allowed except where indicated in the ISQ Examination Guidelines. If any candidate is found in possession of any restricted gadgets or items, his/her examination paper will be cancelled immediately.
5. The candidate must ensure that the examination booklet has all the pages duly numbered. If any page is missing, damaged or not numbered, then return the booklet to the superintendent / invigilator and obtain another booklet.
6. Write your answer **ONLY** in the given space for each question. Anything written outside the given space will not be considered for marking.
7. **ONLY** blue or black ball points are to be used.
8. The candidate must attempt **ALL** questions in the paper.

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Marks Obtained	Q.1	Q.2	Q.3	Q.4	Q.5	Q.6	Q.7	Total Marks	Total in words
Marker - I									
Q.C									
Scrutiny									
Re-Scrutiny									
Marker- II									

Signatures:

1. Marker - I

2. QC

3. Scrutinizer

4. Re-Scrutinizer

5. Marker - II

Q3. Match the words on the left-hand column (1-5) with the one on the right-hand column (a-e) to create collocations related to bank fraud. (5 Marks)

1	Customer		a	Logger
2	Identity		b	Trail
3	Key		c	Theft
4	Credit		d	Awareness
5	Audit		e	Limits

Q4. Write an Essay on “Merits and Demerits of E-Banking”. (10 Marks)



Q5. As a marketing manager, you feel that your company's main product or service is not yielding the desired results and therefore it might benefit from better publicity. The directors have asked you to write a proposal putting forward your ideas.

Write a business proposal covering the following points:

1. The product or service concerned
2. The shortcomings of the current advertising approach
3. How the competitors promote their similar products or services?
4. Proposing a different approach to publicity

(10 Marks)



A series of horizontal lines for writing, consisting of 28 lines spaced evenly down the page.

Q6. Define and explain the following terms used in unethical business dealings. (5 marks)

- A. Money laundering
- B. Fraud
- C. Embezzlement
- D. Kickback
- E. Misappropriation

Q7. Identify in each of the situations below whether verbal or written communication is more suitable. Explain the reasoning to support your answer. (5 Marks)

- A. Conveying feelings
- B. Message related to legal affairs
- C. The matter is urgent
- D. You need immediate feedback
- E. Multiple observations on a complex proposal



X ———— END OF SECTION ———— X



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