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 Examinations
Winter - 2018
Stage - I
Business Communication for Financial Services

SEAL
BOOK
HERE

Section 2
Subjective Questions

Number of Questions: 8
Marks: 55

Allotted time : 120 minutes

INSTRUCTIONS FOR THE CANDIDATE

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 etc. 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** non-programmable scientific calculator is allowed. 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	Q.8	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

Q1. DBL is a multinational company which is going to form a subsidiary company for conducting the business of advertising and marketing. They are considering to set up this company either in a socially conservative country or in a modern liberal country.

Required:
State the factors that need to be considered when conducting an audience analysis. (5 Marks)

Q2. You have been working as a head of sales in H&M limited, which has launched "denim shirts" as its latest brand.

Required:
Draft a sales letter to inform the managers of company's outlets about the features of newly launched brand. (You may assume necessary details) (7 Marks)

Q3. A "negative message" may induce an unpleasant emotional reaction and damage the quality of relationship with the audience. Discuss the aspects that you will consider while writing a negative message. (5 Marks)

Q4. You have been asked to train a newly recruited employee in your office, who will be giving his first presentation in front of the CEO.

Required:
Advise the guidance steps to the new employee for a successful presentation. (5 Marks)

Q5. Discuss the ways for improving non-verbal communication skills. (10 Marks)

Q6. Using specific business jargons at the work place is very common that may affect the corporate productivity. Discuss at least three advantages and three disadvantages of using business jargons. Support your answer with examples. (6 Marks)

Q7. You are the manager of branch of XYZ Bank Limited. For last one week, the branch is facing some technical issues with the IT system connectivity and ATM machine installed at the branch.

Required:
Draft an email to the IT department relating to the above problem and requesting for immediate resolution. (You may assume necessary details) (10 marks)

Q8. What are the purposes of interpersonal communication and how can you improve it?

(7 Marks)

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