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Model Test - 10

JAIBB

Business Communication in Financial Institutions (BCFI)

Subject Code : | 1 | 0 | 5 |

Time-3 hours
Full marks-100
Pass marks-45

[N.B. The figures in the right margin indicate full marks. Answer the questions as mentioned in different parts.]

Part A-Broad Questions

(Answer any two questions)

1. (a) Explain how the meaning and importance of communication apply specifically to a banking institution's day-to-day operations. 8

(b) Outline the key stages in the process of effective communication and explain how a breakdown at any stage can affect a message. 6

(c) Identify the factors that most commonly disrupt communication in a branch setting and suggest ways to minimize them. 6

2. (a) Explain why the subject line of a business e-mail deserves as much attention as its body. 8

(b) List five practices a bank employee should follow, and five they should avoid, when writing e-mails to clients. 6

(c) A customer writes to ask about the interest rate and eligibility for a fixed deposit. What kind of letter is this, and how should a reply typically be structured? 6

3. (a) What responsibilities does the person chairing a meeting carry before, during, and after the session? 8

(b) Explain the value of maintaining professional relationships beyond one's immediate department or branch. 6

(c) How does a curriculum vitae differ from a resume in terms of purpose, length and content? 6

4. (a) Explain why communication around a bank's environmental and social due-diligence practices needs particular care. 8

(b) How does communicating a bank's community-support activities differ from communicating its regular commercial products? 6

(c) What role does advertising play in shaping a bank's public image? 6

Part B-Practical Oriented Questions/Thought Provoking Questions

(Answer any one question)

5. Your bank wants to encourage more customers to switch from paper statements to e-statements. Write a letter to existing account holders explaining the benefits and how to opt in. 10

6. Following feedback that new recruits struggle with client-facing communication, the Learning & Development unit has scheduled a meeting with branch trainers to redesign the induction programme. 10

Now prepare a meeting agenda and draft the meeting minutes of the aforesaid meeting.

Part C-Case Study

(Answer any one question)

7. Case-1 : Unclear instructions during a product bundling campaign.

A bank ran a campaign bundling a savings account with a free debit card and insurance cover, but the internal instructions to branches did not clearly state which customers qualified. Some branches offered it to all new customers, while others restricted it incorrectly, leading to unequal treatment and customer complaints comparing experiences across branches.

Questions (Answer all parts) :

(i) Identify the internal communication failures that led to inconsistent application of the campaign. 5

(ii) Suggest a framework to ensure campaign eligibility rules are communicated clearly and uniformly to all branches. 5

(iii) Propose a communication plan to correct the situation for customers who were wrongly denied the offer. 5

(iv) Recommend long-term measures to standardize how future bundled campaigns are rolled out. 5

8. Case-2 : Breakdown in communication during a customer grievance meeting.

A dissatisfied business customer was invited to the branch to discuss a long-pending service issue. However, the branch manager and the relationship manager gave conflicting accounts of what had already been resolved, and neither had reviewed the customer's complaint history beforehand. The customer left the meeting more frustrated than before and threatened to report the matter publicly.

Questions (Answer all parts) :

(i) Identify the internal and external communication failures that undermined the grievance meeting. 5

(ii) Suggest steps to ensure staff are properly briefed and aligned before meeting a dissatisfied customer. 5

(iii) Propose a communication approach for handling grievance meetings more effectively going forward. 5

(iv) Recommend long-term measures, including case-history documentation, to prevent similar breakdowns. 5

Part D-Understanding Terminology

9. Compare and contrast between the items, any five of the following : 3x5=15

(i) E-statement Communication vs. Paper Statement Communication
(ii) Induction Communication vs. On-the-job Communication
(iii) Campaign Instruction vs. Campaign Advertisement
(iv) Grievance Meeting vs. Routine Meeting
(v) Community-support Communication vs. Product Communication
(vi) CV vs. Resume
(vii) Chairing a Meeting vs. Attending a Meeting

(viii) Professional Relationship vs. Personal Relationship

Part E-Short Notes

10. Write short notes on any five of the following : 3x5=15

(a) E-statement Adoption
(b) Induction Programme Communication
(c) Campaign Eligibility Communication
(d) Grievance Meeting Preparation
(e) Case-history Documentation
(f) Community-support Communication
(g) Meeting Chair Responsibilities
(h) Professional Relationship Building