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Model Test - 3

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) Discuss the structure of an effective business presentation. 8

(b) What rules should be followed while preparing PowerPoint presentation slides to make them functional rather than ornamental? 6

(c) How would you plan and rehearse for an important client presentation? 6

2. (a) Discuss the merits and demerits of using social media professionally in a banking organization. 8

(b) Why should every bank have a social media etiquette policy for its employees? Give reasoning. 6

(c) How would you manage the challenges of social media from an organizational point of view? 6

3. (a) "Environmental and Social Due Diligence (ESDD) communication is vital to sustainable banking"—Explain. 8

(b) Discuss the role of communication in promoting the Corporate Social Responsibility (CSR) initiatives of a bank. 6

(c) What is an advertisement as a form of business communication? Discuss its relevance for financial products. 6

4. (a) Discuss any four principles of effective business communication. 8

(b) "Ethical communication builds trust between the bank and its stakeholders"—Explain with examples. 6

(c) How can withholding or distorting information create unethical communication in an organization? 6

Part B-Practical Oriented Questions/Thought Provoking Questions

(Answer any one question)

5. Your bank is organizing an in-house training workshop on communication skills for newly recruited officers. Write an e-mail to the HR & Training Department requesting logistics support and finalizing the schedule. 10

6. To mark the bank's participation in a national CSR initiative on financial literacy, the Corporate Affairs Department has scheduled a planning meeting with branch representatives from the target districts. 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 : Interview panel miscommunication.

During recruitment for a management trainee position, the HR department shared incomplete candidate evaluation criteria with the interview panel. Different panel members ended up asking inconsistent questions, and one panellist gave conflicting information to a candidate about the job location. The candidate later complained on a professional networking site about the disorganized interview process, affecting the bank's employer brand.

Questions (Answer all parts) :

(i) Identify the internal and external communication failures in this recruitment process. 5

(ii) Suggest improvements to ensure consistent communication among interview panel members. 5

(iii) Propose a candidate communication plan to maintain a professional image throughout recruitment. 5

(iv) Recommend long-term measures, including training, to standardize interview communication. 5

8. Case-2 : CSR event communication failure.

Your bank sponsored a CSR event to distribute educational scholarships to underprivileged students. Due to poor coordination between the Corporate Affairs Department and the local branch, invitation letters reached community leaders only two days before the event, and the branch was unprepared with insufficient promotional materials. Media coverage highlighted the disorganized arrangements instead of the bank's CSR contribution.

Questions (Answer all parts) :

(i) Identify the internal and external communication failures that undermined the CSR event. 5

(ii) Suggest improvements to communication and planning between Corporate Affairs and branch teams for future CSR events. 5

(iii) Propose a communication strategy for engaging local media and community leaders effectively. 5

(iv) Recommend long-term measures to ensure smooth execution of future CSR initiatives. 5

Part D-Understanding Terminology

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

(i) Business Letter vs. Business Report
(ii) Application Letter vs. Cover Letter
(iii) Graphic Aids vs. Presentation Slides
(iv) Mobile Banking vs. Conventional Banking
(v) Internal Communication vs. External Communication
(vi) Group Discussion vs. Group Conversation
(vii) Verbal Communication vs. Non-verbal Communication
(viii) Work Ethic vs. Integrity

Part E-Short Notes

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

(a) Group Discussion
(b) Info Graphics
(c) Emotional Quotient
(d) Chat GPT
(e) Sustainable Finance
(f) Conducting Interviews
(g) Credit Refusal
(h) Plagiarism