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Model Test - 4

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) "Communication technology has transformed the way banks interact with customers"—Discuss with examples. 8

(b) Discuss the advantages and challenges of using communication technology in modern banking. 6

(c) What is a SMART subject line? Why is it important in e-mail writing? 6

2. (a) "Cultural differences affect the communication process"—Discuss the importance of understanding cultural diversity in international banking communication. 8

(b) How can a bank improve cross-cultural communication skills among its employees? 6

(c) What is professionalism? Discuss its elements as applicable to banking employees. 6

3. (a) Define grapevine communication. Discuss its types with suitable examples. 8

(b) What is horizontal communication? Suggest ways to make it effective in your organization. 6

(c) "External communication demands more precision than internal communication"—Do you agree? Give reasons. 6

4. (a) What is a formal letter? Briefly discuss the essential components of a business letter. 8

(b) "Bad news should be delivered indirectly to preserve goodwill"—Do you agree? Explain the indirect approach in bad-news messages. 6

(c) What is a refusal letter? Discuss the key considerations while writing one. 6

Part B-Practical Oriented Questions/Thought Provoking Questions

(Answer any one question)

5. Your bank wants to promote its newly launched mobile banking app among rural customers who have limited digital literacy. Write a letter to your Head Office proposing a digital literacy campaign in collaboration with local branches. 10

6. Due to a recent surge in cyber fraud complaints across branches, Head Office has called an emergency meeting of branch managers to discuss preventive measures and customer awareness initiatives. 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 : Mobile app outage crisis communication.

XYZ Bank's mobile banking app went down for six hours during month-end salary disbursement. Customers were unable to check balances or make payments. The IT department was aware of the issue within the first hour but did not alert the Corporate Communications team promptly. Meanwhile, customers flooded the bank's social media pages with complaints, and no official acknowledgment was posted for over three hours, worsening public frustration.

Questions (Answer all parts) :

(i) Identify the internal and external communication failures that worsened the situation. 5

(ii) Suggest improvements to internal communication between IT and Corporate Communications during outages. 5

(iii) Propose a customer communication strategy for service outages, covering timing, channels and tone. 5

(iv) Recommend long-term measures, including monitoring tools and protocols, to prevent similar failures. 5

8. Case-2 : Loan rescheduling miscommunication.

A small business borrower requested loan rescheduling due to temporary cash flow problems. The recovery unit approved a revised repayment schedule, but this information was not properly communicated to the branch, which continued sending overdue notices and reported the account as classified. The confused customer visited the branch multiple times without getting a clear answer, causing reputational damage on social media.

Questions (Answer all parts) :

(i) Identify the internal and external communication issues that caused the customer's frustration. 5

(ii) Suggest a framework to improve communication between the recovery unit and the branch. 5

(iii) Propose a customer communication plan to prevent similar confusion during loan rescheduling. 5

(iv) Recommend steps involving documentation, training and cross-departmental alignment to prevent recurrence. 5

Part D-Understanding Terminology

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

(i) Claim Letter vs. Adjustment Letter
(ii) Digital Bank vs. Traditional Bank
(iii) Formal Letter vs. Informal Letter
(iv) Public Speaking vs. Group Discussion
(v) Persuasive Letter vs. Regret Letter
(vi) Infographics vs. Presentation Slides

(vii) Fintech vs. Conventional Banking Technology
(viii) CV vs. Resume

Part E-Short Notes

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

(a) Social Media Etiquette
(b) Fintech
(c) Team Work
(d) Block Chain Technology
(e) Cover Letter
(f) Spoken and Written English
(g) Know Your Customer (KYC)
(h) Global Village