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Model Test - 6

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) What role does two-way communication play in maintaining trust between a bank and its customers? 8

(b) Explain briefly how noise, in the communication sense, can distort a message passed between a branch and Head Office. 6

(c) Suggest three practical steps a newly joined officer could take to improve communication skills at work. 6

2. (a) Define persuasive communication. Discuss the key principles of persuasion in business writing. 8

(b) What general guidelines should be followed when drafting a message intended to recover an overdue payment from a client? 6

(c) A customer writes to complain about a wrongly charged service fee. Explain how you would structure a reply to resolve the matter. 6

3. (a) What preparatory steps would you take before presenting a branch's quarterly performance to senior management? 8

(b) What makes a group discussion productive rather than chaotic? 6

(c) Describe an approach for handling a disagreement that arises between two participants during a group discussion. 6

4. (a) Explain, with examples, how digital tools have changed the way a bank communicates with its customers compared to a decade ago. 8

(b) What difficulties can arise when a bank relies too heavily on digital channels for customer communication? 6

(c) What should a subject line accomplish for the reader before they even open an e-mail? 6

Part B-Practical Oriented Questions/Thought Provoking Questions

(Answer any one question)

5. Your branch has received several complaints about unclear SMS alerts sent to customers regarding failed transactions. Write an e-mail to the IT department requesting a review and improvement of the SMS alert templates. 10

6. Your bank has decided to introduce a paperless account-opening process at select branches. The Operations Department has called a meeting with branch operations managers to discuss the rollout plan. 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 : Onboarding communication gap for a corporate client.

A newly onboarded corporate client was assigned a relationship manager, but the operations team was not informed in time about the transaction limits agreed during onboarding. When the client attempted a large fund transfer, it was blocked without explanation, and the relationship manager was unreachable at the time. The client escalated the matter to senior management, questioning the bank's readiness to handle corporate accounts.

Questions (Answer all parts) :

(i) Identify the internal and external communication failures that led to the client's escalation. 5

(ii) Suggest a framework to ensure onboarding details are shared promptly between the relationship manager and operations. 5

(iii) Propose a communication plan to reassure the client and rebuild confidence. 5

(iv) Recommend long-term measures to prevent similar onboarding communication gaps for corporate clients. 5

8. Case-2 : Confusion over a promotional interest rate offer.

A bank launched a limited-time promotional interest rate on a fixed deposit product. The marketing material sent to customers stated different conditions than what branch staff had been briefed on, and staff ended up quoting the standard rate instead. Several customers complained about being misled, and some withdrew their deposit applications.

Questions (Answer all parts) :

(i) Identify the internal and external communication failures behind the customer complaints. 5

(ii) Suggest a process to ensure marketing and branch teams communicate promotional terms consistently. 5

(iii) Propose a corrective communication plan for the customers already affected. 5

(iv) Recommend long-term measures to prevent mismatched information during future promotional campaigns. 5

Part D-Understanding Terminology

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

(i) Two-way Communication vs. One-way Communication
(ii) Open-door Communication vs. Closed-door Communication
(iii) Sales Letter vs. Order Letter
(iv) Complaint Letter vs. Claim Letter
(v) Branch Communication vs. Head Office Communication
(vi) Written Communication vs. Spoken Communication
(vii) Rollout Plan vs. Meeting Agenda

(viii) Marketing Communication vs. Branch Communication

Part E-Short Notes

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

(a) Open-door Communication
(b) Noise in Communication
(c) Onboarding Communication
(d) SMS Alert as a Communication Channel
(e) Paperless Banking Communication
(f) Promotional Communication
(g) Message Clarity and Conciseness
(h) Escalation Handling