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Model Test - 7

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 importance of clarity and conciseness as qualities of effective business writing. 8

(b) How can a writer ensure a business message remains courteous even while conveying an unfavourable decision? 6

(c) What checks should a banker carry out before sending an important written communication to a client? 6

2. (a) What risks does a bank take on by maintaining an active presence on social media platforms? 8

(b) Should every employee be free to post about the bank on their personal social media account? Explain your reasoning. 6

(c) Suggest an approach a bank could use to monitor and respond to comments about it on social platforms. 6

3. (a) Explain the specific communication challenges a small business owner may face when approaching a bank for the first time. 8

(b) What practical recommendations would you make to a bank to make its communication more accessible to first-time borrowers? 6

(c) What qualities separate a genuinely persuasive letter from one that merely lists facts? 6

4. (a) What must a formal business letter contain to be considered complete and professional? 8

(b) Explain why bad news is usually delivered using an indirect structure rather than stated at the very beginning of a message. 6

(c) As a Branch Manager, what considerations would guide you while declining a customer's loan application in writing? 6

Part B-Practical Oriented Questions/Thought Provoking Questions

(Answer any one question)

5. Your bank plans to introduce a dedicated helpline for senior citizen customers. Write a letter to Head Office proposing the initiative and outlining its expected benefits. 10

6. Following an increase in walk-in customer volume after a nearby branch closure, your branch has scheduled a meeting to discuss staffing and queue management. 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 : Delay in resolving a fund-transfer complaint.

A customer's fund transfer failed but the amount was debited from her account. She visited the branch, which forwarded the complaint to the central reconciliation unit, but no one informed her of the expected resolution time. After ten days without an update, she called the customer service hotline, which had no record of her complaint being escalated. She then filed a complaint with the banking ombudsman.

Questions (Answer all parts) :

(i) Identify the internal and external communication failures that caused the delay in resolution. 5

(ii) Suggest a framework to ensure complaint status is tracked and shared consistently between branch, hotline and reconciliation unit. 5

(iii) Propose a customer communication plan for fund-transfer complaints, including expected timelines. 5

(iv) Recommend long-term measures to prevent similar communication breakdowns in complaint handling. 5

8. Case-2 : Miscommunication during a systems upgrade.

During a scheduled core banking system upgrade, the IT department informed branches of a two-hour downtime, but the actual outage lasted over six hours due to unforeseen technical issues. Branches were not updated on the delay, so staff kept telling customers the system would be back shortly. Customer frustration grew as repeated assurances proved incorrect, and some branches ran out of manual transaction slips.

Questions (Answer all parts) :

(i) Identify the internal and external communication failures during the systems upgrade. 5

(ii) Suggest improvements to how IT should communicate delays to branches during planned downtime. 5

(iii) Propose a customer communication approach for extended service disruptions. 5

(iv) Recommend long-term contingency measures, including manual process readiness, for future upgrades. 5

Part D-Understanding Terminology

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

(i) Formal Business Letter vs. Informal Note
(ii) Direct Message vs. Indirect Message
(iii) Social Media Comment vs. Formal Complaint
(iv) First-time Borrower Communication vs. Existing Client Communication
(v) Refusal Letter vs. Complaint Letter
(vi) Planned Downtime vs. Unplanned Downtime Communication
(vii) Ombudsman Complaint vs. Branch-level Complaint

(viii) Helpline Communication vs. Branch Counter Communication

Part E-Short Notes

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

(a) Courteous Business Writing
(b) Social Media Monitoring
(c) First-time Borrower Communication
(d) Refusal Letter
(e) Complaint Escalation
(f) Systems Downtime Communication
(g) Senior Citizen Helpline
(h) Queue Management Communication