Model Question by ibbprep.com

Model Test - 8

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 is meant by open communication within an organization, and what benefits does it offer a bank? 8

(b) Discuss briefly how unverified rumours can affect staff morale in a branch and how a manager might address them. 6

(c) Why should a bank maintain consistency between what it communicates internally and what it communicates to the public? 6

2. (a) Outline the stages a speaker should move through when structuring a business presentation from opening to close. 8

(b) Explain why a slide-heavy presentation can sometimes weaken, rather than strengthen, a message. 6

(c) What preparatory steps would you take before presenting a new product to a group of corporate clients? 6

3. (a) Explain how tools built on artificial intelligence are beginning to change routine communication tasks inside a bank. 8

(b) What is Fintech, and how does it relate to communication between a bank and its customers? 6

(c) Explain, in simple terms, how blockchain technology could make certain banking communications more transparent. 6

4. (a) Explain, with an example, how a difference in cultural background between a banker and a client could lead to a misunderstanding. 8

(b) What can an employee do, in practical terms, to become more comfortable communicating across cultures? 6

(c) What does professionalism mean in the context of everyday banking communication? 6

Part B-Practical Oriented Questions/Thought Provoking Questions

(Answer any one question)

5. Your bank wants to reduce the number of customers visiting branches for balance enquiries. Write an e-mail to the Digital Banking Division proposing a customer awareness drive for statement and balance-check features on the mobile app. 10

6. Ahead of the upcoming audit season, the Compliance Department has scheduled a meeting with branch managers to review documentation readiness. 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 : Miscommunicated eligibility criteria for a staff loan scheme.

HR announced a new staff home loan scheme through an internal circular, but the eligibility criteria described in the circular differed from what the Credit Department later applied while processing applications. Several employees who believed they qualified were rejected without a clear explanation, causing frustration and complaints to HR.

Questions (Answer all parts) :

(i) Identify the internal communication failures that caused confusion over the eligibility criteria. 5

(ii) Suggest a framework to ensure HR and Credit Department circulars are aligned before internal release. 5

(iii) Propose a communication plan to clarify the situation with affected employees. 5

(iv) Recommend long-term measures to prevent inconsistent internal circulars in the future. 5

8. Case-2 : Vendor communication failure during branch renovation.

A branch undergoing renovation continued to receive customers because the facilities department had not informed the branch manager of the exact closure dates, and the appointed vendor changed the schedule without notifying the bank. Customers arrived to find the branch partially closed with no signage explaining alternate arrangements.

Questions (Answer all parts) :

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

(ii) Suggest improvements to coordination between the facilities department, the vendor and the branch. 5

(iii) Propose a customer communication plan to be used during any future branch closure or renovation. 5

(iv) Recommend long-term measures, including vendor communication protocols, to prevent recurrence. 5

Part D-Understanding Terminology

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

(i) Open Communication vs. Restricted Communication
(ii) Internal Circular vs. Public Notice
(iii) Business Presentation vs. Business Report
(iv) Artificial Intelligence in Communication vs. Traditional Communication Tools
(v) Cultural Misunderstanding vs. Communication Barrier
(vi) Vendor Communication vs. Customer Communication
(vii) Compliance Communication vs. Marketing Communication
(viii) Digital Awareness Drive vs. Product Launch Campaign

Part E-Short Notes

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

(a) Rumour Management
(b) Presentation Planning
(c) Fintech and Customer Communication
(d) Cross-cultural Communication Skills
(e) Internal Circular
(f) Vendor Coordination
(g) Audit Documentation Communication
(h) Customer Awareness Drive