



Business Communication for Financial Services

The sample questions are related to the JAIBP Stage 1 course “Business Communication for Financial Services”. The students are advised to thoroughly read the exam guidelines and the syllabus guide for this course before start studying for the paper. The questions are shared to give an idea to the student about the paper format and types of questions. For further information visit the IBP website www.ibp.org.pk

Multiple Choice Questions

Each MCQ carry one and half mark.

- Q1.** Effective listening can be achieved by asking
- A. Close-ended questions
 - B. Leading questions
 - C. Open-ended questions (Answer)
 - D. Difficult questions
- Q2.** The normal expression for the situation where people are forced to leave their job is termed as:
- A. Compulsory redundancy (Answer)
 - B. Forced redundancy
 - C. Obligatory redundancy
 - D. Simple redundancy
- Q3.** Which of the following stages of the writing process involves collecting information, brainstorming, listing and clustering?
- A. Prewriting (Answering)
 - B. Composing the first draft
 - C. Continuing drafting, revising and editing
 - D. Final drafting



Constructed Response Question

Each CRQ question carry five marks.

Question:

List and explain the two types of ‘business communications in an organization’.

5 Marks

Answer:

There are generically two types of business communication in an organization:

1. Internal Communication
2. External Communication

1. Internal Communication

Communication within an organization is called “Internal Communication”. It includes all communication within an organization. It may be formal or informal function. Effective internal communication is a vital means of addressing job responsibility, expectations and organizational concerns. Good communication may help increase job satisfaction, safety, productivity, and profits and decrease grievances and turnover.

Internal communication is further sub-divided into the following:

- a. Upward Communication
- b. Downward Communication
- c. Horizontal/Lateral communication



Extended Response Question

Each ERQ question carry ten marks.

Question:

Provide examples of the use of the 7 C's of effective communication? **10 Marks)**

Answer:

Seven C's of Effective Business Communication are:

1. Correctness
2. Clarity
3. Conciseness
4. Completeness
5. Consideration
6. Concreteness
7. Courtesy

Correctness

At the time of encoding, if the encoder has comprehensive knowledge about the decoder of the message, it makes the communication easy.

The encoder should ideally know the status, knowledge and educational background of the decoder. Correct communication is communication that fits the target audience's level of education and knowledge and expectation, if any. Correct communication is also free of grammatical and spelling errors.

This is best illustrated by an example of incorrect communication where conversation is spelt as conservation.

Correctness means:

“Hi Aziz,
Thank you for meeting today. I really enjoyed our conservation
and look forward to working on this project with you.
Regards,
Mahwish”

- Use the right level of language
- Correct use of grammar, spelling and punctuation
- Accuracy in stating facts and figures



Clarity

Clarity demands the use of simple language and easy sentence structure in composing the message. When there is clarity in presenting ideas, it's easy for the receiver/decoder to grasp the meaning being conveyed by the sender/encoder.

An example of this is the instructions given to an account holder by a bank to activate their new ATM card. If the instructions are clear and crisp the customer will immediately be able to understand and follow them. For example, the following message is constructed with little room

Your card has a sticker attached to it instructing you to activate it either online or by phone.
Online activation can be done using the "Activate New Card" option in your online banking. This option is displayed in the top left corner of your online banking home screen.
You will need to provide your full name as it appears on card, the 16-digit number at the front of the card and the 3 digital security code at the back.
For telephone activation, please call telephone banking helpline, available 24 hours a day, and our customer service staff will guide you through the process.

Conciseness

A concise message saves time of both the sender and the receiver. Conciseness, in a business message, can be achieved by avoiding wordy expressions and repetition. Using brief and to the point sentences, including relevant material makes the message concise. An example of a concise message would be a franchisee firm contacting a company, introducing themselves and getting straight to the point, as seen below.

"Dear Contact,
Hope this email finds you in good health. I found your contact details on LinkedIn and am writing to you to discuss the possibility of setting up a reseller agreement for us to sell your products. Our company details can be found at our web address as below.
www.xyz.com
Look forward to hearing from you.
Regards,
XYZ Representative
Contact Details"



Completeness

Completeness means the message must bear all the necessary information to bring the response one desires. The sender should answer all the questions with facts and figures and only when desirable, go for extra details.

An example of this is the letter below sent by the bank to a new accountholder.

Dear Mr. Rehman,
Thank you for opening an account with ABC Bank, TR Road Branch. We will endeavor to make all our services both helpful and pleasant for you.
Your account offers you the following benefits:

- 2.5% mark-up on deposits of up to Rs. 50,000.
- 24 hours online banking
- Option to open a safe deposit locker
- Access to our ATM network of 1,000 ATMs across Pakistan

For security purposes your bank account details and ATM card will be posted in separate mails to you.
Please feel welcome to call us or drop in at the branch at any time you would like us to assist you.
Sincerely,
A Kazi
Branch Manager”

Consideration

Consideration means preparing the message with the Receiver in mind. It demands that the Sender puts himself in the place of Receiver while composing a message. Three key points can help you incorporate this in your communication.

By focusing on “you” instead of “I” and “we” the message should focus on how the Receiver will be benefit and what they would receive and what they need to know should be emphasized.

By showing benefits or interest in the Receiver where possible demonstrate how the receiver will benefit from whatever the message communicates. Receiver will be more likely to react favorably and do what do you suggest if you show that benefits are worth the effort and cost you are asking them.

For Example:

We-attitude

I am delighted to announce you that we have extended the branch banking hours by 2 hours in the evening making banking with us more convenient.



You-attitude

You will be able to banks with us in evenings with the extended hours.

By reinforcing the positive aspects

A third way to show consideration for your receivers is to accent the positive. This means stressing what can be done instead of what cannot be done, and encouraging the Receiver to consider the communication favorably. The benefit of incorporating this aspect is that generally the acceptability of the message increases.

Concreteness

This includes being definite, vivid and specific rather than vague, obscure and general. Also, the facts and figures being presented in the message should be specific. An example of this is a branch sales officer providing sales figures to his branch manager

“We have achieved a deposit growth target of PKR 1 million in this month against my target of PKR 875,000 for the month.”

Courtesy

Courtesy means not only thinking about the receiver but also valuing his feelings. Much can be achieved by using polite words and gestures, being appreciative, thoughtful, tactful, and showing respect to the receiver. Courtesy builds goodwill. An example of this is a relationship manager sending an email to a customer after the completion of a large loan transaction drawdown to ask if everything went as per their expectations, if they had any problems or concerns with loan processing or service delivery and if they could provide any feedback on how it may be possible to improve the service in future.