

ISQ Examination (Summer-2012)

Business Communication for Financial Services – Stage-I

Q.

Memo
Date: March 15, 2012
To: Ali Oman
From: Sajeel Ali, Managing Director
Subject: Islamabad Marketing Conference

I have just received some information about an International Marketing Conference next weekend in Islamabad, and it looks really useful.

Let me know if you can go.

Write a memo replying to the Managing Director:

- say that you cannot go
- explain why you cannot go
- suggest a colleague who could go.

Write between 70-100 words.

Q. The main purpose that banks have been serving since their inception is keeping our money safe for us. While keeping our money safe, they also let us earn a certain amount of interest on the money deposited with them. Traditional banks have been doing this, and internet banks continue the same function. The only difference is in the way the transactions are made.

Online banking has been around for quite a few years. In fact, it was introduced in the 1980s and has come a long way since then. The last decade has seen a profuse growth in internet banking transactions. Several pieces of legislation have also been introduced in this area.

Though it began in the 1980s, it was only in the mid nineties that internet banking really caught on. What attracts customers to internet banking is the round the clock availability and ease of transactions. Studies estimate that internet banking still has a long way to go. There are several banks that have customers who prefer banking in the traditional ways. Statistics show that only 35% of the banks in Pakistan offer internet banking facilities worth mentioning. All the others may have an online presence but do not have enough online transactions to justify their presence on the internet.

Some customers have been known to turn to internet banking due to dissatisfaction with standard procedures and practices. The total absence of human interaction appeals to some people. Some customers

turn to internet banking facilities for security reasons. This is mainly because of customers being assured of banks' ability to keep their transactions safe and secured.

Read the text above and answer according to contents.

- A. What is the basic difference between online banks and traditional banks?
 - B. For how many years has an enormous increase in online banks been noticed?
 - C. Why do customers like internet banking?
 - D. Do online banks present the majority of the banking institutions in Pakistan?
 - E. Why do some people like the impersonal touch of the internet banking? Give your opinion.
- Q. The following passage demonstrates attentive listening techniques. You are required to write an example from the passage beside each technique of listening.

Mahmood steps into Wahid's office, frowning and looking at the floor, and asks him if he has a couple of minutes for an important problem. Wahid decides that Mahmood has important information to give him, and needs to feel better and revive his motivation by talking about his problem, and so decides to listen to Mahmood attentively. Wahid asks Mahmood to close his door, turns down the volume on his computer, which mutes the music he was listening to and the sound his incoming e-mail makes, and hits the "do not disturb" button on his phone. He turns his chair to face Mahmood and begins making and holding eye contact with him.

Mahmood starts describing how a sudden rise in customer complaints regarding their accounts had been traced to a previously undiscovered bug in the programming for a product delivered long ago. The problem is compounded by the fact that none of the people who originally worked on the programming are still with the bank, adding considerably to the difficulty and the degree of anxiety being experienced by the team rushing to correct the problem. Wahid listens, without interrupting, occasionally saying "uh huh" and "OK", trying hard not to look angry or alarmed as the story deepens. Now and again he repeats something Mahmood has just said, and asks him to elaborate on a particular point. When he appears to have told his entire story, he sums up with a metaphor: "To coin a phrase, Mahmood, after 30 straight days of perfect

weather, everybody forgot their umbrellas, so now we're getting drenched. Is that about right?"

- A. Giving a solo/ undivided attention
- B. Stop multi-tasking
- C. Recapping
- D. Use of connecting words
- E. Body language

Q. A small company staff decided to meet once a month for better efficiency. They gathered and then thought what to talk about. Having no pre-decided topic they shared a few personal issues affecting their work and adjourned the meeting.

- A. What important aspect is missing from the meeting?
- B. If you were to organize the meeting what steps would you follow?

Q. You have been transferred from ABC bank's Karachi office to its Dubai office. You want to adjust yourself culturally to the new environment so that you do not have cross-cultural problems.

Which aspects of the local culture would you wish to observe and understand in order to avoid problems of cross-cultural communication?

Q. You are the branch manager for T Road Branch of ABC bank. The report received from internal audit on the branch audit conducted by their team for your branch states: The branch is efficiently run, however the branch manager has to constantly get involved to solve customer issues and the staff has not been delegated authority.

This point had been brought up in the discussion that the internal audit team had with you during their review. You had explained that two people from your staff have recently left the bank and you have been short staffed. The junior level is not as experienced and is fairly new to the bank and this requires constant supervision. The internal auditor questioned you about the steps you had taken to address this problem and you showed him the resource requests that you had made to your supervisor as well as to the HR department. The internal auditor was satisfied. With this report however it was apparent that the internal auditor had not understood your explanation of the problem as he has highlighted it as a lack of managerial skill on your part. You have been asked by your supervisor to come in for a 10 minute meeting to verbally discuss this point of the audit report. To prepare yourself for the meeting you have decided to make notes to ensure that you cover all the points that need to be discussed in an organized and efficient manner. Write down how you intend to begin the conversation, your main points and how you intend to close the conversation.

Q. You are the branch manager for XYZ bank, Mandi Branch. You have been trying to get in touch with Mr. Bhatti who is a regular customer for a week. You have left 3 phone messages with his secretary but you have not received a call back yet. Mr. Bhatti generally comes to the bank once a week but he has not visited the bank during the last 10 days. You want to speak with him regarding his request for accepting cash deposit late on Fridays. Mr. Bhatti had made this request to the customer service representative – Akram Khan, who had told him that he would convey the message to the Branch Manager. According to Akram, Mr. Bhatti seemed disappointed that his request was not immediately accepted. Mr. Bhatti is a good client and you have a good rapport with him and you would like to oblige him.

Write an email to Mr. Bhatti informing him that his request can be accommodated.

Q. Mr. Ahmed works for ABC bank. He is a talkative person. He often engages his staff in conversation, discussing his personal experiences and also demanding to know about theirs. He loves to imitate others' way of speaking and often his target is a young man from a remote village. He thinks he is friendly with his colleagues and calls them by his own suggested nick names for them. He uses endearments apparently for ladies.

Identify the acts of Mr. Ahmed that are opposite to ethical perspective as required by an organization. Support your answer with examples from the text.

Q. Describe briefly the kind of communication which is presented in each of the samples given below.

Identify these as informal, internal/external, vertical/ horizontal

(5-marks)

(i.)
General Manager I would like to tell all of you that at ABC Bank, we value new ideas. If anyone has a suggestion to offer, e-mail it to me and I will forward it to our CEO. Is that clear?
Marketing Manager Yes, sir.

(ii.)
Sulman We should let the Project Leader know that some members of the team are not co-operating with us.
Arshad No, wait. Let me speak to Ahmed and Meena first.

(iii.)
Rahim Sir, we have come up with a new idea to boost the sales of our credit card and would like to make a presentation this week.

Marketing Manager Excellent! Let's plan it for Thursday afternoon. I'll inform the Director.

(iv.)
Rahim Someone was saying yesterday that our salaries are going to be cut this month because the company has made a big loss.

Hussain Who told you that?
Rahim I overheard some boys from the Production Department talking about it in the canteen. Is it true?

Hussain I don't believe it. But I'll check with the supervisor.

(v.)
Mr Hamdani Hello, is this ABC Bank?
Operator Yes, sir. Who is calling?
Mr Hamdani This is Rahman Hamdani, Director of Personnel, Asia Dynamics. Could I speak to the Managing Director, Mr Ahmed Khan, please ?

Operator Yes, sir. I'll put you through to Mr Khan at once.

Mr Khan Morning, Rahman. What's up?

Mr Hamdani Oh nothing, Ahmed. I just thought I'd remind you we are playing golf together on Sunday. You haven't forgotten, have you?

Mr Khan Sunday? Oh, I'd forgotten all about it! Thanks for reminding me,

Rahman Sorry, I've been terribly busy all week.

Mr Hamdani Well, I'll remind you again on Saturday afternoon, just to make sure.

Mr Khan Could you do that, please? Thanks a lot.

Q. You are the account manager for Mr. Qureshi who is an elderly gentleman of 62 years and has been banking with your branch for last 5 years. He has a savings account in which he receives a remittance from his son who works abroad. His CNIC has expired a month ago and according to the requirement he was sent a letter requesting him to submit a copy of the new CNIC at the earliest. He has since then, visited the branch as well and you have also reminded him for it. You have now received a reminder from operations regarding the submission of CNIC failing which the account will be blocked.

Write a polite letter to the customer of CNIC failing which the account will be blocked.
