

ISQ Examination - Winter- 2012
Business Communication for Financial Services – Stage-I

- Q. a. What is non-verbal communication? Write four ways of improving one's non-verbal communication.
- Q. b. A bank is launching vehicle loan services for the first time and wishes to promote it nationwide through electronic media and newspaper advertisements. Since most of the banks already provide this service, the bank's marketing team decides to focus on mark up and other loan features, and claim that it is better than other banks.

State at least FOUR ethical aspects that should be taken into consideration while drafting the advertisement message.

- Q. You have been working in Karachi as a branch manager of Eastern bank for the last 5 years. You have now been posted as branch manager for the Dubai, UAE branch of your bank. You realize that there are several challenges that you must face. For instance, you have to overcome communication barriers in order to build a strong team for effective management of your branch.

- a. Identify at least TWO significant communication barriers that you are expecting to encounter at your new job.
- b. What interpersonal skills must you apply to build a strong team?

- Q. As written communication has become a necessity for the smooth functioning of businesses, it is important that information provided in the message is focused towards the context and requirement, so that it serves the intended purpose.

What is this phenomenon called in business communication? Explain with practical examples.

- Q. You had requested your bank for a bank statement. Despite the bank manager's commitment to have it sent to you via ABC Courier, the requested document has still not arrived after 10 days. You suspect that it has been lost while in transit.
 - a. Write a letter to your bank stating that you have not received the required document and request for a duplicate. Assume necessary details.

b. Assume you are the bank manager and have received the complaint letter above from a customer. Write a letter to the ABC company asking for investigation in the matter of delay/loss.

Q. The text given below is an example of an informal email. You are required to change it into a formal one by replacing the underlined words with words and phrases which are polite but do not change the message intended to be conveyed to the reader.

Dear Ms FAIZA

(1) Thanks for your email. (2) I'm sorry for the delay in sending you the 100 leaf cheque book that you ordered. (3) At the moment, we (4) don't have the 100 leaf cheque-book that you asked for in stock. We hope to receive them on Friday. (5) The moment they arrive, (6) I'll (7) get one out to you by first class post. Or, if (8) it's better for you, I can send you a cheque-book with 10 or 50 leaves immediately. If this is the case, (9) please (10) get in touch and let me know. (11) For now, I will try to get the 100 leaf cheque book as soon as possible.

(12) Sorry once again.

(13) Best wishes

AHMED HABIB

Q. Following is an excerpt from an email written by a marketing and sales manager of a bank, who has been transferred to interior Punjab recently.

I have been working with a bank for past one month in Sahiwal. However it's getting difficult to sell banking product at this time. People are not ready to put their funds anywhere at this time. Over that the bank I am working for is a private bank, people in this city (don't know about the other cities) are not comfortable with the idea of private banks. The pressure of sales is mounting every passing day and what I try is not materializing at this time. There is one more issue that I am facing, I am new to the city and I am not fluent with the local language at this time. Now the positive side, I have very good presenting skills and command over language and a pleasing personality too.

What I am looking is for an advice how to approach the selling of banking products to the general public and businesses.

a. Why is local language stated as an issue by the writer, despite the fact that he says that he has good presentation skills?

- b. What other communication barriers could be faced by the w
Suggest how he may overcome them.
- c. Who are the likely recipients of the mail?
- d. The email above has significant grammatical errors and the use of
languages is not suitable either. Rewrite the email in proper form.

Q. Read the text below, and answer the comprehension questions that follow, in your own words, in a complete sentence form.

Total Quality Management (TQM) is a management approach designed to improve the production quality of goods and services.

TQM was developed by an American, W.Edwards Deming, in the 1940s, but was first taken up by the Japanese, who adopted it to revive their post-war industry. Following the success of the Japanese in world markets, many American companies began to use it in the 1980s.

TQM (today often just called Quality Management) involves an attitude and a corporate culture that are dedicated to providing customers with products and services that satisfy their needs. Products should have no defects (or 'zero defects') and services should be as close to perfect as possible.

The principle is simply that the company or organization should do the right things, and do them right, the first time and every time, which should eliminate waste from its operations. But because products, services and processes change, everything is capable of being improved all the time.

TQM requires all staff to be involved in the search for continuously improving quality, in all the business's activities – not just production or customer service, but also in marketing, sales, purchasing, design, engineering, R&D, finance, human resources, etc. The organization must make use of the knowledge and experience of its entire staff to identify and correct faulty systems and processes. Production workers should be empowered to stop production to solve problems, as quality is more important than maximizing output or reducing costs.

Comprehension

- a. Who were the first users of TQM management theory?
- b. What is the basis of fulfilling customer's needs by TQM?
- c. How does TQM allow for waste?
- d. What departments are responsible for quality management?
- e. Which departments in an organization are mandated to focus on TQM?
