

SVKM's NMIMS
School of Distance Learning

Subject: Retail Banking
Date: 9.07.2012
Time: 3.00 P.m. to 6.00 pm
Semester: III

Academic Year: 2012-2013
Programme: PGDBFM
Marks: 70
Course: New

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provide for their use.

NB:

1. Answer to each new question to be started on a fresh page.
2. Figure in brackets indicates full marks.

Q.1 Attempt any two

(Marks: 2*5=10)

- a) Discuss banker- customer relationship
- b) Discuss the concept of marketing of service.
- c) Discuss the impact of retail banking on banks' risk profile.

Q.2 Write short notes on any two

(Marks: 2*5=10)

- a) Credit risk
- b) Ways to gather customer feedback
- c) E-Commerce
- d) Internet Banking
- e) Significance of direct sales from the customer perspective.

Q.3. Attempt any three

(Marks: 3*10=30)

- a) Discuss how banks manage risk.
- b) Discuss the concept of product management in retail.
- c) Discuss the concept of branding.
- d) Discuss measures to evaluate the effectiveness of distribution channel.
- e) Discuss RBI'S financial sector technology vision documents.

