

Total No. of Questions: 6

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Enrollment No.....



Faculty of Management  
End Sem (Odd) Examination Dec-2017  
MS5EF01 Retail Banking

Programme: MBA Branch/Specialisation: Management / Finance

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Advantages of retail banking? **1**  
(a) Risk is less as client base is large  
(b) Income is relatively more as spreads are more  
(c) Stable model with less volatility  
(d) Both I and II
- ii. Customers' expectations of service quality mainly depend on the **1**  
following:  
(a) Tangibility in services.  
(b) Reliability and Responsiveness.  
(c) Assurance & Empathy  
(d) All the above
- iii. Tie ups are entered into by banks for bulk sale of the following **1**  
assets.  
(a) Home Loans (b) Personal Loans  
(c) Education Loans (d) All the above
- iv. A credit card issued by banks, to award cash back points is/are **1**  
called.  
(a) Titanium/Platinum/Gold/Silver Card  
(b) Platinum/Gold/Silver Card  
(c) Platinum/Gold Card  
(d) Gold and Silver Card
- v. ATMs are various types – **1**  
(a) On site ATMs (b) Off site ATMs  
(c) Infinet ATM (d) Both (a) and (b)

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- vi. Electronic Channels in retail banking refers to **1**  
(a) ATMs (b) Internet Banking  
(c) Mobile Banking (d) All of these
- vii. Bank have to leverage technology for – **1**  
(a) Optimize profits  
(b) Maximize business  
(c) Both (a) and (b)  
(d) Technology separatable from retail banking
- viii. Cross selling refers to: **1**  
(a) Selling additional products / services to existing customer.  
(b) Selling product / services to new customer  
(c) Both (a) and (b)  
(d) None of these
- ix. Number of stages in the customer interaction life cycle are – **1**  
(a) 3 (b) 4 (c) 5 (d) 6
- x. \_\_\_\_\_ enables use of central shared database support located **1**  
at the data centre.  
(a) GPS (b) CBS (c) ICT (d) POS
- Q.2 i. What is Retail banking? **2**  
ii. Write down advantages of retail banking. **3**  
iii. Differentiate retail & whole sale banking. **5**
- OR iv. Explain customer's requirements from banks. **5**
- Q.3 i. Explain Margin of security. **2**  
ii. Elaborate various types of loans. **8**
- OR iii. Describe credit card with its types. **8**
- Q.4 i. Write down risks involved in ATMs. **3**  
ii. What is internet banking? Describe services offered for internet **7**  
banking customers.
- OR iii. Explain opening procedures of various types of bank accounts. **7**
- Q.5 i. Describe Customer relationship management. **4**  
ii. What are the marketing strategies for banking products? **6**

- OR iii. Write short notes on: **6**  
(a) Market segmentation.  
(b) Cross selling.  
(c) Marketing mix,
- Q.6 Attempt any two: **5**  
i. Explain social responsibilities of banks. **5**  
ii. Introduce technological advancements. **5**  
iii. Describe Leveraging Technology. **5**

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**MS5EF01 Retail Banking  
Marking Scheme**

|     |       |   |          |     |      |   |          |
|-----|-------|---|----------|-----|------|---|----------|
| Q.1 | i.    | Advantages of retail banking?<br>(d) Both I and II  | <b>1</b> | Q.3 | i.   | Margin of security.   | <b>2</b> |
|     | ii.   | Customers' expectations of service quality mainly depend on the following:<br>(d) All the above                   | <b>1</b> |     | ii.  | Types of loans (1 mark each point or according to the quality matter) (1 mark * 8 = 8 marks)  | <b>8</b> |
|     | iii.  | Tie ups are entered into by banks for bulk sale of the following assets.<br>(d) All the above                     | <b>1</b> | OR  | iii. | Meaning of credit card - 2 marks<br>Credit card types – 6 marks   | <b>8</b> |
|     | iv.   | A credit card issued by banks, to award cash back points is/are called.<br>(a) Titanium/Platinum/Gold/Silver Card | <b>1</b> | Q.4 | i.   | Risks involved in ATMs  | <b>3</b> |
|     | v.    | ATMs are various types –<br>(d) Both (a) and (b)  | <b>1</b> |     | ii.  | Meaning of internet banking – 1 mark<br>Any six services offered for internet banking customers-1 mark each<br>(1 mark * 6 = 6 marks) | <b>7</b> |
|     | vi.   | Electronic Channels in retail banking refers to<br>(d) All of these   | <b>1</b> | OR  | iii. | Procedure for opening bank accounts 1 mark each<br>(1 mark * 7 = 7 marks)   | <b>7</b> |
|     | vii.  | Bank have to leverage technology for –<br>(c) Both (a) and (b)  | <b>1</b> | Q.5 | i.   | Customer relationship management.   | <b>4</b> |
|     | viii. | Cross selling refers to:<br>(c) Both (a) and (b)  | <b>1</b> |     | ii.  | Marketing strategies for banking products 1 mark for each point<br>(1 mark * 6 = 6 marks)   | <b>6</b> |
|     | ix.   | Number of stages in the customer interaction life cycle are –<br>(c) 5  | <b>1</b> | OR  | iii. | Write short notes on:<br>(a) Market segmentation – 2 marks<br>(b) Cross selling – 2 marks<br>(c) Marketing mix – 2 marks              | <b>6</b> |
|     | x.    | _____ enables use of central shared database support located at the data centre.<br>(b) CBS                       | <b>1</b> | Q.6 |      | Attempt any two:  |          |
| Q.2 | i.    | Meaning of Retail banking   | <b>2</b> |     | i.   | Any 5 social responsibilities of banks 1 mark each<br>(1 mark * 5 = 5 marks)  | <b>5</b> |
|     | ii.   | Any 3 or proportionate-wise advantages of retail banking.   | <b>3</b> |     | ii.  | Technological advancements 1 mark each<br>(1 mark * 5 = 5 marks)  | <b>5</b> |
|     | iii.  | Any 5 difference between retail & whole sale banking<br>(1 mark * 5 = 5 marks)                                    | <b>5</b> |     | iii. | Leveraging Technology<br>Meaning / Advantage / Importance   | <b>5</b> |
| OR  | iv.   | Any 5 or proportionately marking customer's requirements  | <b>5</b> |     |      | *****   |          |