**BBAIM-055**

**Fifth Semester Bachelor of Business Administration (Insurance & Marketing),**

**Examination Aug/Sep-2015**

**Banking System**

**Time:-3Hours Max. Marks: -75**

**SECTION-A**

**Answer any five questions. (5\*5)**

1. Write the meaning of CRM.
2. What is the market rate for the core product?
3. Comment on the ICICI Bank.
4. Give a brief statement about the Jammu and Kashmir Bank.
5. Write in nutshell about the ECS.
6. What do you mean by the Human Resources Development?
7. What do you mean by the Cheque Truncation?

**SECTION-B**

**Answer any two questions. (10\*2)**

1. Write in detail about the Core Banking Solutions.
2. Discuss about the Return on Assets with the help of an example.
3. Describe the Branches and ATMS of Scheduled Commercial Banks.

**SECTION-C**

**Answer any two questions. (15\*2)**

1. Explain the Technological up gradation as facilitator in Indian banking industry.
2. Describe the Technological Initiatives taken by Punjab National Bank.
3. Explain the meaning of Recommendations.