**MBBN-02**

**Third Semester Master of Business Administration (Banking),**

**Examination Aug/Sep-2015**

**Retailing and CRM in Banking**

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

**SECTION-A**

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

1. Distinguish between Primary and Secondary Reserves.
2. Clarify the Role of Commercial Banks.
3. Define the term of Interest Rate Risk.
4. Mention the objectives of Inspection.
5. Mention the functions of the Department of Expenditure.
6. How to use the Duration Analysis?
7. Enlist the main functions of the Reserve Bank.
8. Comment on the Technology Banking.

**SECTION-B**

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

1. Explain the Organization structure of Cooperative banks.
2. Elucidate the concept of Operational Risk.
3. Describe the Commercial banking structures in India.

**SECTION-C**

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

1. Write a detail note on Liability Management.
2. Differentiate between Public Sector Bank and Private Sector Bank.
3. Describe the importance of ALM.