**MBBN-02**

**Fourth 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. Write a short note on Earnings Perspective.
2. Define the Structure of Indian Banking.
3. Enlist various approaches of Verification Process.
4. Write short note on Management of Reserves.
5. What are foreign banks?
6. Mention the main functions of Bank.
7. Define the term Liquidity Risk Management.
8. What are the Mortgage loans?

**SECTION-B**

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

1. Elucidate the concept of the Private sector banks.
2. Differentiate between Agency and Credit Facilities in detail.
3. Give a detail overview of Developmental & Promotional Banks.

**SECTION-C**

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

1. Enumerate various Working Funds Approaches.
2. Write a detail note on Asset Management.
3. Describe the Role of Technology in Banking.