

Reg. No. _____ Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FOURTH TRIMESTER MBA DEGREE EXAMINATION MAY 2018

FIN-T4-4 COMMERCIAL BANKING SYSTEM

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. What is Bancassurance? Explain with examples.
2. What are the activities in 'Universal Banking'?
3. Briefly explain the services offered under 'Retail Banking'.
4. Explain 'Know Your Customer' (KYC) norms. Why are they required?.
5. Describe mobile banking services.

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. 'Core Banking Solutions (CBS) has given a new route to Banking Business in India'. Analyze.
What are the various types risks involved in the banking business? Explain with illustrations.
- 7.
8. Make a SWOT analysis of Public Sector Banks in India
9. 'Social Banking has contributed substantially to the development of rural India'. Substantiate.
10. What are the latest SEBI Guidelines to Merchant Bankers?

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. Describe in detail the 'monetary control' mechanism of Reserve Bank of India.

(20 marks)
