

Total No. of Questions : 5]

SEAT No. :

P-1871

[Total No. of Pages : 2

[6033]-408

S.Y. B.B.A. (Semester - IV)

405D-SM : BANKING AND INSURANCE

MANAGEMENT

(2019 Pattern) (CBCS)

Time : 2½ Hours]

Instructions to the candidates:

[Max. Marks : 50

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Select the correct option :

[5]

- i) Value added services means _____
 - a) Additional Services
 - b) Better value at a premium
 - c) Costlier services
 - d) Better value at a discount
- ii) Marketing in banks is a necessity today, due to _____
 - a) Liberalization
 - b) Nationalization
 - c) Fashion
 - d) Urbanization
- iii) The target group for Home-loan is _____
 - a) Housing societies
 - b) Co-operative societies
 - c) Individuals not owning any house
 - d) Farmers' societies
- iv) Banking Ombudsman is appointed by _____
 - a) Central Finance Minister
 - b) Reserve Bank of India
 - c) SEBI
 - d) IDBI
- v) Demat account is a requirement stipulated by _____ for individual Indian Citizens.
 - a) RBI
 - b) IDBI
 - c) SEBI
 - d) SBI

P.T.O.

Q2) Match the pairs :

[5]

- | | |
|---------------------|---------------------------|
| a) OTP | i) SBI |
| b) Mobile Marketing | ii) 1935 |
| c) RBI | iii) Citigroup |
| d) Merchant Bank | iv) Push and Pull Message |
| e) Savings Account | v) Push Message |

Q3) Solve any one Question :

[10]

- Explain the role and importance of Customer Relationship Management in banking sector.
- What are the emerging trends in Insurance services? Explain any 2 trends in detail.

Q4) Solve any one Question :

[10]

- Explain the concept of Mutual Funds.
- Explain the need and importance of Insurance services.

Q5) Short notes (Attempt any four) :

[20]

- Online KYC
- Credit Cards
- Cell Phone Insurance
- SMS Banking
- Call Centers
- Automated Teller Machines

