

T.Y.B.Com Semester VI (Repeat) / One Time Opportunity
EXAMINATION OCTOBER 2019
Banking & Financial Services Major I : Bank Management

[Duration : Two Hours]

[Max. Marks: 80]

Instructions:

- 1) All Questions are compulsory, however internal choice is available.
- 2) Answer sub-questions in Question No.1 and 2 in not more than 100 words each.
- 3) Answer questions from Questions 3 to 6 in not more than 400 words each.
- 4) Figures to the right indicate full marks to the question.

Q.1 Answer any four of the following:

(4x4=16 Mar)

- a) What is CAMELS rating?
- b) How loan/deposit ratio analysis is important in banking.
- c) State the various items which are shown in Reserves and surpluses (schedule 2).
- d) How does the Asset – Liability gap affect the return, liquidity and risk of the bank?
- e) What do you mean by treasury operations?
- f) Enumerate the need for credit monitoring?

Q.2 Answer any four of the following:

(4x4=16 Mar)

- i) Define exchange risk.
- ii) List out the components of bank capital.
- iii) Define interest rate risk.
- iv) Explain any four objectives of Bank Marketing
- v) State the importance of 'Promotion' which is one of the 7 Ps in Marketing of banks.
- vi) Write short note on redressal machinery under Consumer Protection Act.

Q.3 X) What do you understand by financial analysis of banks? Discuss any five ratios that are relevant for banking in India. (12 Marks)

OR

Y) What are the important sources of borrowed funds for banks? List and briefly explain the various items showed in schedule 3, 4 and 5 of a bank's balance sheet.

Q.4 X) State the functions of Treasury Department in banks. Discuss the various control required for efficient and effective functioning of the Treasury Department. (12 Marks)

OR

Y) What do you mean by Credit Management in banks? Explain the most important elements of a Written Loan policy.

Q.5 X) What is liquidity risk? What is its significance in banks? Discuss the approaches used to measure the liquidity risk. (12 Marks)

OR

- g) “In this competitive world banks are required to devise suitable market strategies to augment the volume of business level”. In view of the same discuss the various Marketing strategies they should adopt.

(12 Marks)

OR

Y) “Customer Relationship Management (CRM) has become inevitable for growth and profitability of Banks in present scenario marked by rising competition, technological advancement and empowered customers”. In light of the above statement discuss the strategic framework adopted for successful implementation of CRM in Banks.