

Roll No.

56078

**MBA 2 Year 4th Semester (N.S.)
Examination-May, 2015**

MANAGEMENT OF BANKING AND INSURANCE

Paper : MBA-410

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Attempt **one** question from each unit of Section-B. Section-A is **compulsory**. All questions carry equal marks.

1. Explain the following terms :

(a) Endowment policy

(b) Third party policy

(c) Interest rate risk

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- (d) Health Insurance
- (e) Operational risk
- (f) Tier I capital
- (g) Marketing Strategy
- (h) Non performing assets

SECTION - B

UNIT-I

2. What do you mean by 'target marketing' ?
Explain how this could be effectively used while marketing banking services and other financial products developed by commercial banks.
3. "Technology has changed the face of banking service in media." Discuss.

UNIT-II

- 4. What is capital adequacy ? What are the capital adequacy norms stipulated by RBI ?**
- 5. Explain in detail the nature and scope of assets and liability management in Indian commercial banks.**

UNIT-III

- 6. What is life insurance ? State the benefits of Life Insurance. State the advantages of different types of life insurance.**
- 7. What do you mean by Risk management ? Explain the process of risk management.**