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

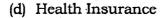
Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

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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- (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.

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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.

UNIT-IV



- **8.** Describe underwriting process in respect of motor vehicle insurance.
- 9. Explain the organisation structure of General Insurance Corporation. What are the main functions of GIC?

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