Total No. of Questions : 4]

SEAT No. :

PD1405

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[6440]-608

S.Y. B.B.A.

405 - D : BANKING AND INSURANCE MANAGEMENT

(2019 Pattern) (Semester-IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All Questions are compulsory.*
2) *Figures to the right indicate full marks.*

Q1) A) Multiple choice questions : **[5]**

a) Electronic CRM concerns all forms of managing relationships with customers through the use of __________.

i) manual methods ii) machines

iii) traditional methods iv) information technology

b) __________ payment systems eliminate the need for cash or cheque payments.

i) Debit ii) Credit

iii) Currency iv) Online

c) A digital signature is a mathematical technique used to validate the authenticity and integrity of a _________ document.

i) digital ii) crypto

iii) secondary iv) source

d) The primary purpose of _____ is to provide protection against future risk, accidents and uncertainty.

i) banks ii) insurance

iii) development systems iv) information

e) _________ is the practice of attracting and acquiring new customers.

i) Selling ii) Distribution

iii) Bank marketing iv) Insurance

P.T.O.

B) Match the pairs : **[5]**

A		B	
a)	Retail banking	i)	Internet Banking
b)	KYC	ii)	Providing credit for the development of agriculture
c)	ATM	iii)	Know Your Customer
d)	E-banking	iv)	Consumer banking
e)	NABARD	v)	automated teller machine

Q2) Long Answer questions (Attempt any 1 out of 2) : **[10]**

a) What is CRM? Explain the need of Customer Relationship Management in Indian Banking sector

b) Explain Electronic Payment System and its types in detail

Q3) Long Answer questions (Attempt any 1 out of 2) : **[10]**

a) What are Mutual Funds? Explain the types of mutual funds

b) What are the different types of complaints included in Ombudsman Scheme?

Q4) Short notes (Attempt any 4 out of 5) : **[20]**

a) Types of Insurance

b) Online KYC

c) Importance of Call Centers

d) Unit based plans

e) Digital Signature

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