

**MASTERS OF BUSINESS ADMINISTRATION
(BANKING AND FINANCE) (MBABFEV)**

Term-End Examination

June, 2013

MCN-029 : RETAIL BANKING

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. Write an essay on retail banking in India. 20
2. Explain the difference between retail banking, private banking and priority banking with suitable examples. 20
3. Explain the transition from customer catching to customer keeping through a diagrammatic representation of the loyalty ladder. 20
4. Describe in detail the recent regulatory guidelines for retail banking in India. 20
5. Narrate the 'reliability' and 'Assurance' dimension of service quality. Give examples to support your answer. 20

6. What do you mean by personal banking? Explain its role and functions. 20
7. Write short notes on the following : 4x5=20
- (a) Product management
 - (b) Operational risk
 - (c) Securitisation
 - (d) Risk Management
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