

**B.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (BSCFMRM)**

**Term-End Examination**

**June, 2017**

**00267**

**BFW-033 : RETAIL BANKING**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** Attempt any **seven** questions. All questions carry equal marks.

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1. Explain quantity theory of money in detail. 10
2. Describe demand and supply of money. Also discuss the factors affecting the demand and supply of money. 5+5
3. Discuss the functions of Commercial Banks. Also explain the services rendered by them. 10
4. Describe in detail the impact of money on inflation and deflation. 10
5. What is merchant banking ? Explain in detail. 10
6. Explain the general principles of bank management. Describe asset management and liquidity management. 10

7. What do you understand by project financing ?  
Discuss the role of banks in project financing. 10
8. Write short notes on any **two** of the following :  $2 \times 5 = 10$
- (a) Housing Loan
  - (b) Personal Loan
  - (c) Universal Banking
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