

Roll No.

Total Pages : 3

14619

BBA/D-15

Principles of retailing

PAPER: BBA-303

Time: Three Hours

[Maximum Marks:

Regular: 80

Reappear: 90

Note: Attempt five questions in all. Question no.1 is compulsory. All questions carry equal marks.

1. Compulsory Question

Explain the following terms in short:

- (a) Bank.
- (b) Corporate banking
- (c) Rural banking
- (d) Internet banking
- (e) Pledge
- (f) Mortgage
- (g) Bank overdraft
- (h) Cash credit limit

2. What is banking management? Describe the functions and regulation of banks.

3. Give an overview of banking regulation Act, 1949.

4. (a) Explain role of rural banking in India.

(b) What do you mean by international Banking? Explain its need.

(c) Write a note on Retail Banking.

5. What do you mean by E-banking? What are the problems in the adoption of E-banking in India? Mention E-banking reforms since 1991.

6. Explain the nature of relationship between Banker and customer in context to issuance of cheque. What protections are extended to collecting banker?

7. (a) What are the ancillary services rendered by banks to their customers? Describe.

(b) What are the special services rendered by banks to their customers? Describe.

8. write short notes on the following
- (a) differential Rates of Interest.
 - (b) Priority sector Advances.
 - (c) Measures of performance of Banks.