

R6832

Sub. Code

632201

M.B.A. DEGREE EXAMINATION, APRIL – 2022.

Second Semester

Banking and Insurance

BUSINESS RESEARCH METHODOLOGY

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 1 = 5)

Answer **all** questions.

1. _____ a statement which is contrary to the hypothesis.
 - (a) Directional hypothesis
 - (b) Alternative hypothesis
 - (c) Null hypothesis
 - (d) Causal hypothesis

2. _____ is a sampling technique in which an initial group of respondents is selected randomly and subsequent respondents are selected based on referrals.
 - (a) Quota sampling
 - (b) Snowball sampling
 - (c) Judgmental sampling
 - (d) Convenience sampling

3. _____ are the data collected for some purpose other than the problem at hand.
- (a) Additional data
 - (b) Back data
 - (c) Primary data
 - (d) Secondary data
4. _____ is the mean squared deviation of all the values from the mean.
- (a) Variance
 - (b) Standard deviation
 - (c) Range
 - (d) Mean
5. List of source used in a scholarly work is called _____
- (a) Annotations
 - (b) Bibliography
 - (c) Citation
 - (d) Notes

Part B

(5 × 4 = 20)

Answer **all** questions, choosing either (a) or (b).

6. (a) Describe research process in brief.

Or

- (b) What is hypothesis? Write the types of hypotheses.

7. (a) Distinguish between census and sampling.

Or

- (b) What are the sampling and non-sampling errors?

8. (a) What is a pilot study? Why and how is it conducted?

Or

(b) Distinguish between validity and reliability.

9. (a) What are measures of central tendency? Write a short note on them.

Or

(b) Write a note on the significance of data editing and coding.

10. (a) List out the types of research types.

Or

(b) How do you improve grammatical quality of your research report?

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

11. (a) Describe the various types of research.

Or

(b) Elucidate the process of hypothesis formulation.

12. (a) Evaluate various probability sampling methods with their suitability.

Or

(b) Write about the essentials of good sampling.

13. (a) What are the four types of measurement scales? Elucidate them with examples.

Or

(b) Depict the format of a good questionnaire.

14. (a) Define correlation. Give its formula and explain the terms in it.

Or

- (b) What are the assumptions of regression. Write the formula and interpret the terms in it.

15. (a) Describe the contents of a research report.

Or

- (b) Discuss the principles of good report writing.

Part D (1 × 10 = 10)

(Compulsory)

16. Case Study

Calculate and interpret the correlation coefficient of the two variables below.

Person	Hand	Height
A	17	150
B	15	154
C	19	169
D	17	172
E	21	175

R6833

Sub. Code

632202

M.B.A. DEGREE EXAMINATION, APRIL – 2022.

Second Semester

Banking and Insurance

MANAGERIAL ECONOMICS

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 1 = 5)

Answer **all** questions.

1. _____ is not a part of micro economics.
 - (a) National income
 - (b) Price determination
 - (c) Demand forecasting
 - (d) Profit planning

2. Relative change in quantity demanded for a product for a given change in advertising budget is called _____?
 - (a) Promotional elasticity of demand
 - (b) Cross elasticity of demand
 - (c) Price elasticity of demand
 - (d) Income elasticity of demand

3. The costs that are partly variable and partly fixed are said to be _____?
 - (a) Fixed costs
 - (b) Variable costs
 - (c) Semi-variable costs
 - (d) Marginal costs

4. The market situation where a few sellers and many buyers exist is called as _____
- (a) Perfect competition
 - (b) Monopolistic competition
 - (c) Monopoly
 - (d) Oligopoly
5. Rise in general price level is known as _____
- (a) Inflation
 - (b) Deflation
 - (c) Appreciation
 - (d) Deterioration

Part B

(5 × 4 = 20)

Answer **all** questions, choosing either (a) or (b).

6. (a) Define managerial economics and write its scope.
- Or
- (b) Write about the branches of economics.
7. (a) What do you mean by demand? Give an example of it.
- Or
- (b) What are the factors that influence the demand for a product?
8. (a) What is a production function? Write down the key terms in production function with their meaning.
- Or
- (b) Give an account on internal economies of scale.
9. (a) What are the determinants of a firm's pricing strategy?
- Or
- (b) What is break-even analysis? List out its assumptions.

10. (a) What are the control measures to handle the inflation?

Or

- (b) Assess the managerial decision implications of trends in balance of payment.

Part C (5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

11. (a) Describe the role of managerial economics in the decision making of different areas of business.

Or

- (b) What do you mean by time value of money and justify it with the reasons there of?

12. (a) State the law of demand and mention the cases where the law of demand doesn't hold good.

Or

- (b) What is supply? Elucidate the determinants of supply.

13. (a) Explain the Cobb-Douglas production function.

Or

- (b) What is an isoquant? Describe the properties of it with the neat diagrams.

14. (a) Analyze how is the price-output determined under perfect competition.

Or

- (b) Appraise various theories of profit.

15. (a) Examine the phases of a business cycle.

Or

- (b) Critically evaluate the factors causing the inflation.

Part D

(1 × 10 = 10)

(Compulsory)

16. Case Study

The following regression is based on a random sample of 200 persons:

$$\text{LOGIN} = 0.12\text{LOGFIN} + 0.05\text{EDUC} - 0.15\text{FEMALE}$$

(t ratios) (3.28) (2.50) (3.05)

(p values) (.001) (.006) (.001)

$$R^2 = 0.82$$

Where:

LOGIN = natural log of the person's income

LOGFIN = natural log of the father's income

EDUC = number of years in education

FEMALE = 1 if female; 0 if male.

- (a) Interpret the regression coefficients.
- (b) Interpret the p-values for the t-statistics.
- (c) John and Jim are alike in all respects except income and their father's income. John's father earns \$60,000 and John himself earns \$40,000. If Jim's father earns \$54,000, estimate Jim's income.
- (d) Jane is John's sister but has had three more years in education; estimate her income.
- (e) Interpret the R^2 .

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632203

M.B.A. DEGREE EXAMINATION, APRIL – 2022.

Second Semester

Banking and Insurance

MONETARY MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 1 = 5)

Answer **all** questions.

1. _____ is the financial market in which previously issued financial instruments such as shares and bonds are bought and sold.
 - (a) Money market
 - (b) Secondary market
 - (c) Primary market
 - (d) International market

2. Who is called the lender of last resort _____?
 - (a) Ministry of Commerce and Industry
 - (b) Stock market
 - (c) The Apex resort
 - (d) The RBI

3. The Reserve Bank of India was established in the year _____?
 - (a) 1936
 - (b) 1935
 - (c) 1938
 - (d) 1937

4. The full form of DICGC is _____?
- (a) Deposit Insurance and Credit Guarantee Corporation
 - (b) Deposit Insurance and Credit Guarantee Company
 - (c) Deposit Insurance and Cash Guarantee Corporation
 - (d) Deposit Insurance and Cash Guarantee Company
5. _____ the rate at which banks park their surplus funds with RBI?
- (a) Repo rate
 - (b) Reverse repo rate
 - (c) Bank rate
 - (d) Liquidity rate

Part B

(5 × 4 = 20)

Answer **all** questions, choosing either (a) or (b).

6. (a) Discuss the segments and participants of a capital market.

Or

- (b) Elaborate in brief features of Indian money market.

7. (a) Write a small note on evolution of central banking.

Or

- (b) List out the functions of a central bank.

8. (a) Write a small account on the origin of Reserve Bank of India.

Or

- (b) Discuss the KYC norms.

9. (a) Write a short note on export credit.

Or

(b) Evaluate in brief policy research of reserve bank of India.

10. (a) What are the objectives of monetary of policy?

Or

(b) What are the responsibilities of monetary policy committee?

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

11. (a) Discuss various money market instruments with their characteristics.

Or

(b) What is money market? Examine the characteristics of a developed money market,

12. (a) Give your comments on “Custodian of cash reserves of commercial banks” in the context of a central bank.

Or

(b) Explain the role of a central bank as the controller of credit.

13. (a) Describe the organizational structure of the Reserve Bank of India with a neat diagram.

Or

(b) Explain the regulatory and supervisory functions of the Reserve Bank of India.

14. (a) Analyze the developmental role of the Reserve Bank of India in priority sector lending.

Or

- (b) Examine the role of the Reserve Bank of India in financial inclusion.

15. (a) What is monetary policy? Evaluate various instruments of monetary policy.

Or

- (b) What is market stabilization scheme? How it is employed to manage demonetization?

Part D (1 × 10 = 10)

(Compulsory)

16. Case Study

These days, the development of a country is also judged by its system of transferring finance from the sector where it is in surplus to the sector where it is needed the most. To give strength to the economy, SEBI is undertaking measures to develop the capital market. In addition to this, there is another market in which unsecured and short-term debt instruments are actively traded every day. These markets together help the savers and investors in directing the available funds into their most productive investment opportunity.

- (a) Name the function being performed by the market in the above case.
- (b) Name the market segment other than the capital market segment in which unsecured and short-term debt instrument are traded. Also, give any four points of difference between the two.

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632204

M.B.A. DEGREE EXAMINATION, APRIL – 2022.

Second Semester

Banking and Insurance

BANKING LAW

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 1 = 5)

Answer **all** questions.

Choose the correct answer:

1. The Negotiable Instrument Act 1881, Which of the following is NOT defined?
(a) Notary public (b) Material alteration
(c) Delivery (d) Bank
2. In which year was the Banking Regulation Act passed?
(a) 1949 (b) 1955
(c) 1959 (d) 1969
3. _____ are excluded from the Banking Regulation Act 1949.
(a) Public and Private Sector Banks
(b) Primary Agricultural Credit Society and cooperative land mortgage banks
(c) SEBI
(d) Regional Rural Banks

4. The Reserve Bank of India is given the responsibility of regulating and supervising the _____ under Reserve Bank of India Act, 1934.
- (a) Insurance Companies
 - (b) Transport Companies
 - (c) Banking Financial Companies
 - (d) Non-Banking Financial Companies
5. Which section of Banking Regulation Act 1949 relates with the Power of Reserve Bank to issue directions in respect of stressed assets?
- (a) Section 35AA
 - (b) Section 35AB
 - (c) Section 35B
 - (d) Section 35 BB

Part B

(5 × 4 = 20)

Answer **all** questions, choosing either (a) or (b).

6. (a) What are the objectives of Indian banking Regulation Act?

Or

- (b) What are the major functions of SEBI?

7. (a) How do you understand about licensing of banks?

Or

- (b) What is branch licensing?

8. (a) What are the types of deposits?

Or

- (b) List out the types of money market instruments.

9. (a) How do you understand about mortgage?

Or

(b) Who is called paying banker?

10. (a) What do you mean by securitization?

Or

(b) What are the objects of Money Laundering Act?

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the major functions of Reserve bank of India?

Or

(b) Discuss in detail role of SEBI in Indian Financial System.

12. (a) What is the process involved in Branch Licensing?

Or

(b) Discuss in detail the regulations relating to subsidiaries of banking companies.

13. (a) Explain the role of RBI for fixing the Interest Rate.

Or

(b) What are the functions of Banking Ombudsman?

14. (a) Discuss in detail the obligation to maintain secrecy of customers account.

Or

(b) What are the duties of paying banker?

15. (a) Discuss in detail the salient features of Law of Limitation Act.

Or

- (b) Explain the procedure for recovering of debt under Recovery of Debts Act.

Part D

(1 × 10 = 10)

Case Study (Compulsory)

16. (a) 'A' instructs his banker to buy certain debentures for him and asks the banker to keep them for him and collects the interest on them. Subsequently 'A's current account is overdrawn. Can banker exercise the lien over debentures?
- (b) M' maintains an account in his sole name and enjoys an overdraft which he does not repay despite demands. The banker adjusts the overdraft from the credit balance held in the account in the joint names of 'M' and 'N'. 'N' challenges it and demands for restoration of amount from the banker. Decide.

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632205

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Second Semester

Banking and Insurance

FINANCIAL MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 1 = 5)

Answer **all** questions.

Choose the correct answer.

1. The market value of the shares is decided by
 - (a) The investment market
 - (b) The government
 - (c) Shareholders
 - (d) The respective companies

2. The financial management function has become _____ and complex.
 - (a) Less demanding
 - (b) More demanding
 - (c) Less important
 - (d) Outdated

3. The _____ approach of financial management provides analytical framework for financial problems.
- (a) Classical
 - (b) Traditional
 - (c) Modern
 - (d) Empirical
4. The concept of Financial management is mainly related to _____.
- (a) Arrangement of funds for the company
 - (b) Procurement and utilization of funds for company operations
 - (c) Profit maximization for the organization
 - (d) Accounting of profit and loss on yearly basis
5. Financial management mainly focuses on _____.
- (a) Arrangement of funds
 - (b) Efficient management of every business
 - (c) Brand dimension
 - (d) All elements of acquiring and using means of financial resources for financial activities

Part B (5 × 4 = 20)

Answer **all** questions, choosing either (a) or (b).

6. (a) Explain the importance of financial management.

Or

- (b) Explain the different types of preference shares.

7. (a) Write a short note on Net Income Approach.

Or

- (b) Explain the role of SEBI in capital issues.

8. (a) What are the kinds of working capital?

Or

(b) Explain the objectives of inventory management.

9. (a) What are the advantages of cash management?

Or

(b) Explain the assumptions of Gordon's dividend model.

10. (a) State the importance of working capital.

Or

(b) What are the advantages of payback period?

Part C (5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

11. (a) Define financial management. Explain its nature.

Or

(b) Briefly describe the goals of financial management.

12. (a) Distinguish between debentures and equity shares in the context of long term financing.

Or

(b) What are the features of hire purchase system?

13. (a) Let us assume that the risk free rate is 12 percent, the market return is 18 percent and the beta is 0.8 then, what is the return on equity or cost of equity?

Or

(b) What is the difference between NI approach and NOI approach?

14. (a) Distinguish between Gross working capital and Net working capital.

Or

- (b) What are the features of forfeiting?

15. (a) Discuss the factors affecting dividend decisions.

Or

- (b) Discuss MM theory.

Part D

(1 × 10 = 10)

Case Study (Compulsory)

16. A leading Automobile manufacturing Firm in India has future plans to enter into new business say in Hospitality Sector in 2021 for building Premier Hotels at all metros of southern states at an estimated project cost of Rs.600 Crores. Now, The Firm has approached you to suggest them the options for mobilizing long term sources of Finance. The Firm can manage around 30% of the total project Cost from its own funds and other credit sources but the balance has to be mobilized from other sources say through Shares and Debentures/Bonds. Now, In your assumed role as financial advisor, you are required to design, prepare and present a Comprehensive Report to the above firm, duly incorporating your suggestions on the various options and methods for raising finance through Shares (various types) and Debentures / Bonds (various types). The report must also suggest action steps the firm should take in the above exercise and each of your suggestion must be justified with valid points. Any required data can be assumed but the same has to be mentioned in your report.

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632206

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Second Semester

Banking and Insurance

INTRODUCTION TO INSURANCE

(CBCS – 2019 onwards)

Time : Three Hours

Maximum : 75 Marks

Part A

(5 × 1 = 5)

Answer **all** questions.

Choose the correct answer.

1. The Insurance is a _____
 - (a) Contract
 - (b) Uncertainty
 - (c) Peril
 - (d) Hazard

2. Losses arising due to a risk exposure retained or assured is known as _____.
 - (a) Risk Reduction
 - (b) Risk Financing
 - (c) Risk Retention
 - (d) Risk Sharing

3. Insurance is best suited to risk with
 - (a) high frequency and low loss severity
 - (b) low frequency and high loss severity
 - (c) minimum frequency and no loss severity
 - (d) high frequency and high loss severity

4. The risk manager may be able to identify the new ventures involved in
- (a) Pure risk
 - (b) Group Risk
 - (c) Speculative risk
 - (d) Particular risk
5. An instrument by which a pure risk is transferred by a party other than insurer is
- (a) Insurance
 - (b) Retention
 - (c) Non Insurance Transfer
 - (d) Reinsurance

Part B

(5 × 4 = 20)

Answer **all** questions, choosing either (a) or (b).

6. (a) How do you understand about insurance?

Or

- (b) List out the benefits of Insurance.

7. (a) What do you mean by fire insurance?

Or

- (b) What are the types of Life Insurance?

8. (a) List out the functions of IRDA.

Or

- (b) What are the objectives of IRDA?

9. (a) How do you understand about Indemnity?

Or

- (b) What do you mean by Insurable Interest?

10. (a) What is the significance of Insurance Marketing?

Or

(b) What do you mean by pricing of Insurance?

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

11. (a) Discuss in detail the functions of Insurance.

Or

(b) What are the features of Insurance?

12. (a) Explain the types of General Insurance.

Or

(b) Discuss in detail the types and features of Motor Insurance Policy.

13. (a) What are the reforms in the Indian Insurance Industry?

Or

(b) Discuss in detail the economic principles of Insurance.

14. (a) Elaborate the principles of insurance.

Or

(b) What are the contractual provisions that limit the Insurance Coverage?

15. (a) Discuss in detail how the insurance market is regulated in India.

Or

(b) Discuss in detail the pricing mechanism being followed in Indian Insurance Industry.

Case Study (Compulsory)

16. Kevin, age forty-three and Patricia, age forty-one, are a married couple with two children, ages eight and eleven. Kevin earns \$120,000 annually as a marketing and sales manager for a local firm. Patricia earns \$32,000 annually as an administrative assistant with the local school district. She works only during the school term so she can be home with the children when they are on summer break. Kevin and Patricia purchased their home ten years ago. It is currently valued at \$309,000, with an outstanding mortgage of \$142,500. They have one family car, valued at \$27,500, which has an outstanding loan amount of \$2,600. Kevin's employer supplies him with a company car for which all expenses are paid. Kevin is contributing to a retirement plan (called a "401(k)") sponsored by his employer, who matches his contributions up to 5 percent. The current value of his tax-deferred contributions, employer contributions, and investment earnings is \$232,000. Kevin also has a group universal life (GUL) policy through his employer in an amount equal to his salary (\$120,000) and has purchased additional coverage up to two times his salary for a total of \$240,000. Patricia has a retirement plan with the school district that pays a specified benefit. Based on a retirement age of sixty-five, she would receive \$392 monthly. If Patricia predeceases Kevin, he would be entitled to 50 percent of her monthly benefits starting at age sixty-five. The school district provides \$15,000 in group insurance coverage to Patricia, and she has no other life insurance coverage. Kevin and Patricia are also both eligible to receive Social Security benefits in retirement.

Based on the facts presented in this case, what is the impact of premature death on this family? What are the family's life insurance needs? What amount and what type of policies, if any, should be purchased?

R6838

Sub. Code

632E04

M.B.A. (B & I) DEGREE EXAMINATION, APRIL – 2022

Second Semester

Banking and Insurance

HEALTH INSURANCE

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 1 = 5)

Answer **all** questions. (Objective Types).

1. Which of the following is the best definition of the term “health insurance premium”?
 - (a) The best type of health insurance you can buy
 - (b) The amount health insurance companies charge each month for coverage.
 - (c) A bonus you get at the end of the year
 - (d) None of the above
2. True or False: If you receive inpatient care at a hospital that participates in your health plan’s provider network, all the doctors who care for you while you are in the hospital will also be in network.
 - (a) true
 - (b) false
3. The price of an insurance policy is the amount of the _____
 - (a) premium
 - (b) claims
 - (c) surplus
 - (d) reserves

9. (a) What is the cashless facility in a health insurance policy?

Or

(b) Compare and contrast cashless facilities for planned hospitalization and emergency hospitalization.

10. (a) Describe various kinds of risks in health insurance.

Or

(b) Explain the principle of indemnity.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

All questions carry equal marks.

11. (a) Enumerate the exclusions that the insurance policy does not cover.

Or

(b) Explain the constitutional provisions in areas of public health.

12. (a) Enumerate different health financing models.

Or

(b) How does the National Rural Health Mission (NRHM) contribute to the improvement of health services?

13. (a) What kinds of health insurance plans are available in India?

Or

(b) Critically evaluate 'Critical Illness Cover'.

14. (a) Critically evaluate the importance and use of data in health insurance for various stakeholders.

Or

(b) Explain in detail the claims settlement procedure in health insurance.

15. (a) Explain the role of IRDA in initiatives for standardization.

Or

- (b) Discuss the principles of health insurance regulations.

Part D (1 × 10 = 10)

Case Study

Compulsory

16. Initially, the health insurance sector in India concentrated more on group policy by health insurance schemes of central and state governments only. The health insurance sector started to grow when more private companies entered the insurance sector providing a variety of health insurance policies such as individual/family health insurance policies with more flexibility and additional features. The cashless claim facility was one of such innovative products which got high acceptance among customers.

Through cashless claim facilities, the insurance sector faced drastic growth, even though there were complaints of losses owing to factors like administration expenses, adverse claims ratio, high hospital charges, and improper risk management. To reduce the losses due to these factors, insurance companies came up with a proposal to standardize hospital charges. But most of the hospitals refused the proposal which led to scrapping cashless hospitalization facilities and the delisting of those hospitals which denied the proposal. This put on the alert on customers and industry groups attracting action from respective bodies involved for a cordial solution.

Question : On the background of this scenario describe the health insurance concepts and health insurance industry growth in India. Also, discuss cashless claim feature supremacy in health insurance plans.

R6839

Sub. Code

632401

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Fourth Semester

Banking and Insurance

GENERAL INSURANCE

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 1 = 5)

Answer **all** questions.

1. Insurance Institute of India was formerly known as
 - (a) Insurance regulatory Institute
 - (b) Federation of Insurance Institute
 - (c) Royale Insurance Institute
 - (d) Insurance regulatory authority
2. 'Uberrimae fidei' means
 - (a) Principle of utmost good faith
 - (b) Principle of insurable interest
 - (c) Principle of indemnity
 - (d) Principle of subrogation
3. When the cost for repairing of an item is more than the current value of that item
 - (a) Average loss
 - (b) Actual total loss
 - (c) Constructive total loss
 - (d) General average loss

4. The Insurer who grants a guarantee from the direct insurer is called as
- (a) Indirect Insurer.
 - (b) Guaranteed Insurer.
 - (c) Re-Insurer.
 - (d) Double Insurer.
5. Which of these is not a part of General Insurance?
- (a) Travel Insurance
 - (b) Term Insurance
 - (c) Health Insurance
 - (d) Personal Accident Insurance

Part B

(5 × 4 = 20)

Answer **all** questions, choosing either (a) or (b).

6. (a) Write about Loss prevention association of India limited.

Or

- (b) Write about the General Insurance Business Nationalization Act

7. (a) What is proposal form with respect to Insurance?

Or

- (b) What is an Insurance Endorsement?

8. (a) What is the role of surveyor?

Or

- (b) Differentiate between Coinsurance and Reinsurance.

9. (a) Write about The Motor Vehicles (Amendment) Bill, 2017.

Or

- (b) State some measures to minimize or control the loss in motor Insurance.

10. (a) What is Miscellaneous Insurance?

Or

- (b) What is plate glass Insurance?

Part C (5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

11. (a) Discuss the historical evolution of the general insurance business in India.

Or

- (b) State the powers and functions of IRDA.

12. (a) Explain 'Certificate of Insurance' and 'Cover note'.

Or

- (b) What are the provisions and conditions required for the general Insurance policy?

13. (a) Explain the principles of Marine Insurance policies.

Or

- (b) What are the different types of fire Insurance Policies? Explain.

14. (a) Explain the types of losses which can be claimed in Insurance.

Or

- (b) Explain the principles of Motor Insurance policies.

15. (a) Explain:
- (i) Engineering Insurance
 - (ii) Travel Insurance
 - (iii) Arbitration in Insurance
 - (iv) Burglary Insurance

Or

- (b) Explain:
- (i) Crop Insurance
 - (ii) Fidelity guarantee insurance
 - (iii) Crime Insurance
 - (iv) Baggage Insurance

Part D (1 × 10 = 10)

Compulsory

16. Rakesh Verma had purchased a home by taking a loan from Swami Financers. The home was being used for commercial purposes. It was insured under a comprehensive insurance policy issued by United India Insurance. The home met with fire, for which insurance was claimed. The insurance company appointed its surveyor, who assessed the loss at Rs 3,00,000. However, the company deducted Rs 50,000 from the assessed amount, on the ground that this accident happened due to Rakesh's negligence. Even this amount was not paid to Rakesh, but was directly paid to the financier.

Aggrieved, Rakesh filed a consumer complaint that ultimately reached the National Commission.

- (a) What judgement the National commission will give in this case?
- (b) The practice adopted by insurance companies of directly paying to the financier, without informing the insured or without his consent. Is this justified? Why/why not?

R6840

Sub. Code

632402

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Fourth Semester

Banking and Insurance

FINANCIAL SERVICES

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 1 = 5)

Answer **all** questions.

(Objective type)

1. Financial service companies exclude
 - (a) Commercial banks
 - (b) Insurance companies
 - (c) Sole proprietorship
 - (d) Credit rating agencies.

2. The early growth of merchant banking in the country is assigned to the
 - (a) FEMA.
 - (b) Foreign Exchange Regulation Act, 1973
 - (c) Securities Contracts Act
 - (d) Income-tax Act

3. Which type of fund is most likely to have the lowest management fee?
 - (a) Index fund
 - (b) Bond fund
 - (c) Equity income fund
 - (d) Equity growth fund

4. A _____ represents any restriction imposed on a borrower by a lender and would be part of the loan agreement.
- (a) Negative pledge clause
 - (b) Covenant
 - (c) Loan agreement
 - (d) General routine provision
5. What is venture capital?
- (a) equity funds from internal sources used to finance high-risk projects
 - (b) capital raised from issuing equity securities in order to retire debt securities
 - (c) financing for new firms which generally entails high levels of risk
 - (d) bank loans used to pay the start-up costs of a new firm

Part B

(5 × 4 = 20)

Answer **all** questions, choosing either (a) or (b).

All questions carry equal marks.

6. (a) What are the constituents of financial services market?
- Or
- (b) Bring out the distinction between money market and capital market.

7. (a) How are the functions of merchant banking different from those of commercial banks?

Or

- (b) What are the activities connected with the 'issue management and underwriting' of merchant bankers?

8. (a) What are the advantages of mutual funds? Why would some investors avoid mutual funds?

Or

- (b) Discuss the salient features of SEBI (Mutual Funds) Regulations.

9. (a) Discuss the advantages and disadvantages of lease financing.

Or

- (b) Define Bill financing. Discuss its features.

10. (a) Discuss the types of credit cards with suitable examples.

Or

- (b) What are the different modes by which consumer finance is extended?

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

All questions carry equal marks.

11. (a) What is a financial system? Discuss the role of each of the constituents of financial system.

Or

- (b) Briefly explain the regulatory framework available for various financial services in India.

12. (a) Explain the SEBI guidelines in respect of merchant banking.

Or

- (b) Explain the role of National Stock Exchanges in Indian Capital Market.

13. (a) How will you evaluate the performance of mutual funds?

Or

- (b) Explain the issues associated with real estate financing.

14. (a) Distinguish between lease financing and hire purchase financing.

Or

- (b) Discuss the types of factoring. Explain its mechanism.

15. (a) Explain the stages of venture capital financing.

Or

- (b) State the criteria for deciding credit rating of various financial institutions.

Part D

(1 × 10 = 10)

Case Study (Compulsory)

16. Company Z has purchased furniture of Rs.54,000 on hire purchase and the cash value of it is Rs.42,000 and the company has to pay Rs.18,000 each year for 3 years. Find out the interest amount in each year.

R6841

Sub. Code

632403

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Fourth Semester

Banking and Insurance

MARKETING OF BANKING SERVICES

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 1 = 5)

Answer **all** questions.

(Objective type)

1. Services marketing become difficult because of
 - (a) Intangibility
 - (b) No demand
 - (c) More complex market
 - (d) Difficult to enter the market

2. _____ should be treated as the focus of banking business.
 - (a) Customer
 - (b) Technology
 - (c) Process
 - (d) Knowledge

3. An important aspect of bank marketing is flow of services from the banker to the customer through effective _____.
- (a) Marketing Strategies
 - (b) Marketing Policies
 - (c) Marketing Tactics
 - (d) Distribution Strategies
4. Banks have sponsored development and creation of public facilities such as sanitation, roads, libraries and community well to create
- (a) Brand awareness
 - (b) Companies image
 - (c) Corporate image
 - (d) Product awareness
5. Customer frustration resulting from receiving poor service is most similar to
- (a) Image costs
 - (b) Monetary Price
 - (c) Energy costs
 - (d) Psychic costs

Part B

(5 × 4 = 20)

Answer **all** questions, choosing either (a) or (b).

All questions carry equal marks.

6. (a) What do you mean by bank marketing? Explain its origin and growth in Indian perspective.

Or

- (b) Explain the business objectives of bank.

7. (a) How the branch layout can be effectively designed to attract the customers?

Or

- (b) Are ATMs substitutes to branches? Comment on this statement.

8. (a) How the banking products can be effectively globalised?

Or

- (b) Why Branding is important for banks?

9. (a) What do you mean by publicity and how it helps bank's promotion?

Or

- (b) Explain the role played by advertising in the promotion of banking business.

10. (a) Discuss the functions of marketing department of a bank.

Or

- (b) Explain the various sources of recruitment of bank personnel.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

All questions carry equal marks.

11. (a) Discuss the steps involved in marketing audit.

Or

- (b) Describe the marketing strategies for the bank.

12. (a) What is price mix? Explain the factors which are affecting the price of a bank service.

Or

- (b) Explain the role of Indian Bank's Association in fixing the bank service charges.
13. (a) What is the significance of product management in services marketing mix? Enlist and discuss the steps involved in developing a new services' product with examples.

Or

- (b) What are the different ways that ideation for banking products can take place?
14. (a) Explain the significance of Banking Ombudsman scheme.

Or

- (b) Discuss the role of marketing research in the development of banks.
15. (a) Describe the need of simplification and streamlining of procedure.

Or

- (b) Explain the various types of training offered to bank employees.

Part D

(1 × 10 = 10)

Case Study (Compulsory)

16. Analysis the Indian Banking industry using SWOT and give your comments.