

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024  
(Fourth Semester)

Branch – COMMERCE (RETAIL MARKETING)

RETAIL BANKING AND INSURANCE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. What is the primary role of a bank in facilitating financial transactions?  
(a) Financial intermediation (b) Product manufacturing  
(c) Agricultural development (d) Cultural promotion
2. What is the primary focus of asset products offered by banks?  
(a) Generating interest income (b) Facilitating international transactions  
(c) Providing insurance services (d) Offering financial advice
3. Technology plays a crucial role in retail banking\_\_\_\_\_.  
(a) By reducing customer interactions (b) By increasing operational costs  
(c) By providing innovative products (d) By limiting access to electronic  
and services channels
4. \_\_\_\_\_ is NOT a type of risk commonly associated with insurance.  
(a) Financial risk (b) Operational risk  
(c) Market risk (d) Non-insurable risk
5. Which feature distinguishes a Non-Life Insurance contract from a Life Insurance contract?  
(a) Long-term coverage (b) Indemnity principle  
(c) Investment component (d) Limited duration of coverage

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. (a) State the characteristics of retail banking.  
OR  
(b) Compare the advantages of retail banking with traditional banking considering customer perceptiveness.
7. (a) Compare and contrast deposit products and assets products.  
OR  
(b) Evaluate the importance of credit scores in retail banking.
8. (a) Explain the role of marketing in retail banking.  
OR  
(b) Explain the need for effective delivery channels in retail banking.
9. (a) Analyze the general principles of insurance.  
OR  
(b) Describe the concept of insurable risk.

Cont...

10. (a) Describe the features of a non-life insurance contract.  
OR  
(b) Bring out the purpose of the IRDA Act in the Indian insurance industry.

**SECTION -C (30 Marks)**

Answer any **Three** questions

**ALL** questions carry **EQUAL** Marks (3 x 10 = 30)

11. Evaluate the impact of recent technological advancements on the evolution of retail banking.
12. Discuss the steps involved in the product development process for a new retail banking product.
13. Enumerate the needs for effective Customer Relationship Management (CRM) in the retail banking industry.
14. Summarize the key points that define the role and importance of insurance in modern financial systems.
15. Identify and describe the different types of life insurance policies available in the Indian market.

Z-Z-Z      END