

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: MAY- 2025
THIRD SEMESTER
Sub: Retail Banking (MCB 312)

Date: 16/05/2025

Total marks: 60

Time: 2.00pm to 4.30pm

Instruction: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q. 1 Answer the following questions. (Attempt any two) (32)

1. In what way retail banking has absorbed the concepts of retailing? Elucidate
2. What is the 'Retail Banking Services' marketing mix? Describe
3. What is an Education Loan? What are its eligibility criteria? What security is obtained?
4. What is a Saving Account? What are its features and benefits? Enumerate.

Q.2 Answer the following questions. (Attempt any two) (16)

1. "Customer satisfaction" explains the term with suitable example.
2. What are the features of Home Loan Product? Deliberate.
3. What is a Debit Card? How a bank manages its operations? Discuss.
4. State and explain different types of Accounts.

Q.3 Write short notes. (Attempt any three) (12)

1. Customer satisfaction
2. Mobile Banking
3. Debit Card Advantages
4. Home Loan
5. Marketing mix of Retail Banking
6. Credit card