

Commercial Banking

Management

2011 April

Commerce Banking and Finance

MCom Part 1

University of Mumbai

shaalaa.com

- N. B. : (1) Attempt any **two** questions from **each** section.
(2) **All** questions carry **equal** marks.
(3) Answer to **both** sections should be written in the **same** answerbook.

Section I

1. Examine the various phases in the process of growth and development of Indian Banking system.
2. Define professional management. How does commercial bank adopt the professional practices in their routine administration ?
3. What are the different types of loans and advances given by commercial banks? Bring out the salient features of a sound lending policy of commercial banks.
4. Write a note on the following :
 - (a) Liability Management in Banks
 - (b) Types of funds.

Section II

5. What do you mean by 'target marketing'? Explain, how this could be effectively used while marketing banking services and other financial products developed by commercial banks in India.
6. Describe the selection process in banks.
7. Examine in detail, the problems faced by the commercial banks in India due to non performing assets. How could they be reduced ?
8. Write a note on the following :
 - (a) Mergers and acquisitions of Banks
 - (b) International Banking.