

Commercial Banking

Management

2010 October

Commerce Banking and Finance

MCom Part 1

University of Mumbai

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Con. 5064-10.

M-Com part-I Oct. 2010

Banking & Finance Paper I

DM-4329

Commercial Banking Management
Total Marks : 100

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

Section I

1. Examine the various phases in the process of growth and development of Indian Banking System.
2. Describe the process of planning in the management of commercial banks in India.
3. What do you mean by liquidity? State and explain the factors affecting liquidity needs of a bank.
4. Write a note on the following :—
 - (a) Off Balance sheet Items
 - (b) Sources of Funds for a Bank.

Section II

5. What is Marketing Strategy? Discuss the marketing strategies adopted by Indian Commercial Banks for survival, profitability and development.
6. State and explain the Major Steps in Manpower Planning in a bank.
7. Examine the problem of Non-performing assets faced by the commercial banks in India. Suggest appropriate measures to overcome this problem.
8. Write a note on the following :—
 - (a) Mergers and Acquisitions in Indian Banking
 - (b) Banking Ombudsman Scheme.

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