

Roll No. ....

7. "Investment management function in an insurance company is very easy; you have to just follow the IRDA guidelines". Elaborate.

**UNIT-IV**

8. Define organization structure and discuss briefly the role of various departments in administration and control of a Life Insurance Company.
9. Discuss the points to be considered for the underwriting of good and elimination of bad risk in motor insurance for various classes of vehicles.

**56078**

**M.B.A. 2 Yr. 4th Semester  
(N.S. 2011-13)**

**Examination- May, 2017  
MANAGEMENT OF BANKING AND  
INSURANCE**

**Paper-MBA-410**

**Time : 3 hours**

**Max. Marks : 80**

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

**Note :** Section A is **compulsory**. Attempt **four** questions from Section B by selecting **one** question from each unit. All questions carry equal marks.

## **SECTION-A**

1. Define the following terms:

- (a) Marketing Strategy
- (b) Key Man Insurance Plan
- (c) Hybrid Deposit schemes
- (d) Tier 1 capital
- (e) Business Planning
- (f) Strategic control Sub-standard assets
- (g) Pension Funds

## **SECTION-B**

### **UNIT-I**

2. Critically examine the growth of banking sector in India and also discuss RBI's role in governance of banking sector.

3. Explain the various components of marketing mix in the context of banking services.

### **UNIT-II**

4. What do you mean by interest rate risk ? Describe the methods of measuring and managing interest rate risk ?
5. What are NPAs of the banks ? Distinguish between gross and net NPA and explain innovative methods banks are using for managing their NPSs.

### **UNIT-III**

6. Elaborate the various types of life insurance plans available in the market and their main features.