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**Gandhi Institute of Engineering and Technology University, Odisha, Gunupur  
(GIET UNIVERSITY)**



M.B.A. (Third Semester) Regular Examinations, November – 2025  
**23MBAPC23001 – Banking and Insurance Management  
(MBA)**

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

**PART – A****(2 x 5 = 10 Marks)**Q.1. Answer *ALL* questions

	CO #	Blooms Level
a What are the different classifications of banks in India?	CO1	K1
b State any two functions of the Reserve Bank of India.	CO2	K1
c What is meant by Electronic Fund Transfer (EFT)?	CO3	K2
d Define reinsurance and mention its two advantages.	CO5	K2
e What are the objectives of insurance marketing?	CO5	K2

**PART – B****(10 x 5 = 50 Marks)**Answer *all the* questions

	Marks	CO #	Blooms Level
2. a. Explain the evolution of banking in India from ancient times to the present day	5	CO1	K2
b. Discuss the structure and organization of banks in India.	5	CO1	K3
<b>OR</b>			
c. Analyze the impact of nationalization, privatization, and globalization on Indian banking.	10	CO2	K3
3. a. Explain the objectives and major functions of the Reserve Bank of India (RBI).	6	CO2	K3
b. What is deposit mobilization? Explain its importance in the banking sector.	4	CO2	K4
<b>OR</b>			
c. Discuss the role of regional rural banks and co-operative banks in India's financial inclusion.	10	CO2	K3
4. a. Describe the various types of e-banking services available in India.	5	CO3	K4
b. Explain the advantages and limitations of mobile banking and internet banking.	5	CO3	K4
<b>OR</b>			
c. What is the role of technology in improving customer service and operational efficiency in banks?	6	CO3	K4
d. Explain the concept of retail credit and discuss key principles of retail lending.	4	CO4	K5
5. a. What are the main reasons for the creation of NPAs? Suggest measures to reduce them.	5	CO4	K5
b. Discuss the relationship between risk management and profitability in commercial banks.	5	CO5	K3
<b>OR</b>			
c. Define insurance and explain the differences between life and non-life insurance.	5	CO3	K4
d. Explain the various distribution channels used in insurance marketing.	5	CO5	K4
6. a. Discuss the concept and importance of Bancassurance in India.	5	CO5	K4

- b. Explain the functions and regulatory role of the Insurance Regulatory and Development Authority (IRDA). 5 CO5 K4

OR

- c. **Case Study: Loan Default and Risk Management in XYZ Bank** 10 CO4 K5

**Background:**

XYZ Bank, a reputed private sector bank, had aggressively expanded its retail and SME loan portfolio between 2018 and 2022. Due to competition, the bank relaxed its credit appraisal norms to attract more customers. Initially, profits rose significantly, but by 2024, the bank noticed a sharp rise in Non-Performing Assets (NPAs). Audits showed that several loans were sanctioned without proper verification of creditworthiness and collateral. The management now faces a crisis of profitability and credibility.

**Questions:**

1. Identify the main reasons that led to the rise in NPAs at XYZ Bank.
2. How could proper credit appraisal and monitoring have prevented this situation?
3. Which principles of sound lending were ignored in this case?
4. Suggest risk-management strategies that XYZ Bank can implement to reduce NPAs.
5. Explain how RBI's regulatory measures can help maintain stability in such cases.

End of Paper