

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – May, 2021

Program: B.Com LLB(Hons)
Subject/Course: Innovation and Marketing in Banking
Course Code:CLNL 1043

Semester:2nd
Max. Marks: 100
Duration: 3 Hours

SECTION A
Instructions : Select the correct answer/Complete the statement
Each question is of 5 Marks.

S.No	Questions	COs
1	Banking sector comes under which of the following sectors _____.	CO3
2	_____ is a market for financial assets which have a long or indefinite maturity.	CO2
3	NBFC is a company registered under _____.	CO3
4	Which is the first bank to start Internet Banking in India?	CO1
5	What is the full form of ICICI?	CO2
6	Some banks invest their money in government securities instead of investing in market to avoid risk such banking service is known as _____	CO3

SECTION B

Each question is of 10 Marks.

7	What are the different kinds of services provided by SBI ?	CO3
8	Electronic banking and Commerce is a major innovation in the field of banking ,Justify?	CO2
9	How is the classification of credit card done?	CO3
10	Write short notes on a. Agency Functions b. Internet Banking	CO1
11	What are the advantages and disadvantages of Debit Card?	CO1

SECTION C

Each question is of 20 Marks.

12	What is E- Banking and What are the types of E- Banking Services, also state it's benefits? Or	CO3
	Internet Banking allows you to conduct bank transaction online,instead of finding a bank and interacting with the teller,Elaborate?	