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FINALTERM EXAMINATION
Spring 2011
BNK603- Consumer Banking
17th July, 2011

Total MCQ= 46

Question No: 47 (M - 3)
Discuss the reasons why banks are giving importance to "know your customer"
Question No: 48 (M - 3)
What benefits do the companies achieve by combining the risk appetite statement components?
Question No: 49 (M - 3)
What questions do the managers address when gauging the service offering element in diagnosing the service design?
Question No: 50 (M - 3)
The bank needs to maintain and establish customer trust. Deloitte has suggested some attributes of trust. Explain these attributes briefly.
Question No: 51 (M - 5)
How banks can bring change in technological deficient retail banking
Question No: 52 (M - 5)
What problems the base of the economic pyramid is facing in terms of participation in the formal sector?
Question No: 53 (M - 5)
What should be the attributes for the effective ERM reporting in a bank?
Question No: 54 (M - 5)
Why the Credit Administration Department is established?
Question No: 55 (M - 5)
What necessary should the bank take in response to increasing alternative face to face activity?

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Paper Pattern: **MCQ's 46**

Subjective 04 (3 Marks) **Subjective 05 (5 Marks)**

3 Marks Questions:

Q1: What are the impediments of Market?

Q2: Why companies use the qualitative analysis?

Q3: How the Front line staff can be helpful in improving customer experience?

Q4: How responsibilities of consumer trust council for improving an organization-wide variable of consumer trust?

5 Marks Question:

Q5: Why traditional banks and money lenders are significantly over engineered for need of consumer in emerging markets?

Q6: What are the supporting factors for revolutionalize the accessibility of financial services to the base of Economic Pyramid in Pakistan?

Q7: What are the attributes for effective ERM reporting in Bank?

Q8: What is a structure of Credit Risk?

Q9: What are the associates to marketing of Credit Cards as provided by State Bank of Pakistan?

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Spring 2010
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Shared by Syed Abid Shah

1. Role of groups in credit risk management (3)
2. To whom the credit risk department gives support (3)
3. Attributes of an effective ERM report. (5)
4. 20/20 customer experience (5)
5. Give reasons of trend in declining in client relationship with bank and the solutions (5)
6. Change Management in service design
7. Recovery / Collection process
8. Documentation of housing finance
9. Responsibilities of Regional Credit Administration Department?
10. Alternative Face to Face Business?
11. What is on demand business?