**Retail Banking**

**December 2021 Examination**

**Q1. Retail Banking is a prime arm of banking for building up and grows its resources side. What does this mean and what is Banks doing towards growing its resources side? Name any 4 resources-side products that Banks provide and explain their characteristics in terms of product nature, its classification & benefits and cost benefits for Banks (10 Marks)**

**Ans 1.**

**Introduction:**

Banking that is concerned with the individual being, as opposed to businesses, is called retail banking. Also known as consumer banking or private banking, it is an institution that provides services to the individual instead of to businesses. Besides assisting you to obtain credit in an easy and convenient way, it also enables you to deposit your cash in a relaxed manner and check and save debts, mortgages, personal loans, credit cards, and so on. So, their primary goal is to offer services to the character customers pr consumers to present offerings to massive companies Its Half solved only

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**Q2. From an era of the past when ‘Customer went to the Bank’, Retail Banking has transformed itself to today’s era when ‘Bank goes to the customer’. Explain your understanding of this transformation along with examples of ways and means adopted by Banks towards achieving this transformational change. Also, explain any 4 of the mechanism / tools used by Retail Banks in this regard along with merits and de-merits in each of them (10 Marks)**

**Ans 2.**

**Introduction:**

A retail banking organization is also known as consumer banking, private banking, or consumer services, and it is primarily focused on providing services to individuals rather than to businesses. It offers financial help in terms of access to credit, deposits their money in a relaxed way, checking and saving money owed, mortgages, non-public loans, credit score cards, etc. so, their number one objective is to provide services to the individual customers pr clients rather up various tools to control the situation after transformation correctly and correctly.

**3. “Bank Traditional Limited” is a well-established old Retail Bank operating in India and is almost a 100-year-old Bank. Its customers are predominantly individuals who are senior citizens (65 years old) who are comfortable only with traditional modes of banking like branch banking, using paper cheques, etc. However, in the last few years, this bank had embarked on various technology projects / initiatives like ATM, internet / mobile banking, PoS, kiosks etc. due to various businesses and operational compulsions.**

**a. Analyze the various challenges that ‘Bank Traditional Limited’ will have to manage (5 Marks)**

**Ans 3a.**

**Introduction:**

It is evident that the conventional banks in India have started changing themselves into new embracing conditions of adaptability in order to compete with the new banks in India. However, because of this, a number of issues have arisen which could potentially thwart any prospects of a future boom. Traditional banks are constantly searching for avenues to provide users with greater

**b. Analyze the various steps, ways and means this Bank must adopt to manage this necessary transition (5 Marks)**

**Ans 3b.**

**Introduction:**

In order to meet the needs of India's new banks, the traditional banks are transforming the way in which they operate into one that fits with the new conditions of adaptability. Despite this, there have been many problems and demanding situations which might negatively affect future growth