

RETAIL BANKING AND WEALTH MANAGEMENT (RBWM)

Q: 1 Sir Frederick Seebohm defines Bank Marketing as

- a) The process of advertising financial products to maximize profit
- b) The management of investment portfolios for customer benefit
- c) The provision of credit facilities to customers without profit motives
- d) The creation and delivery of customer - satisfying services at a profit to the bank'.

Q: 2 According to Kenneth Andrew definitions, bank marketing fundamentally involves

- a) Maximizing profitability through aggressive sales
- b) Matching of bank's resources with the customer's needs in the most profitable manner
- c) Expanding customer base through mass promotions and new products
- d) None of the above

Q: 3 In the case of asset products like loans, what does "Price" refer to in the marketing mix?

- a) Processing fees
- b) Interest rate charged to the borrower
- c) Account maintenance fee
- d) Customer service quality

Q: 4 Which of the following is NOT considered a promotional activity in retail banking?

- a) Personal Selling
- b) Advertisement
- c) Interest Rate Calculation
- d) Publicity

Q: 5 Which stage of the marketing process involves Strength-Weakness-Opportunity-Threats (SWOT) analysis?

- a) Marketing Planning
- b) Marketing Implementation
- c) Marketing Analysis
- d) Marketing Control

Q: 6 The "Place" component in retail banking marketing primarily involves_____.

- a) Increasing customer awareness about banking products
- b) Technological advancements and online platforms
- c) Regulatory changes by banking authorities
- d) Physical branch locations and online platforms

Q: 7 Which of the following is a key benefit of ATMs to customers?

- I. 24 × 7 access availability
- II. Reduced time for transactions
- III. Privacy in transactions
- IV. Branch-specific banking

- a) I, II, and III only
- b) II and III only
- c) I, II, III, and IV
- d) I and IV only

Q: 8 Which of these is not an advantage for banks of setting up ATMs?

- a) The cost of setting up ATMs is lower than setting up a branch. The cost of the transaction is also less.
- b) The routine transactions through ATMs relieves the bank staff for more productive work.
- c) ATMs serve as the crucial touchpoint for cross-selling of banks' products.
- d) None of the above

Q: 9 _____ is an ATM without a depository and intended to serve the customers for making cash withdrawals only.

- a) Cash Recycler
- b) Cash Deposit Machine
- c) Cash Dispenser
- d) White Label ATM

Q: 10 Which of the following is a characteristic of White Label ATMs (WLAs)?

- I. They are set up, owned, and operated by non-banks
 - II. They display a bank's branding and signage
 - III. WLA operators cannot charge any other fee to the issuer bank beyond this interchange fee.
 - IV. They are regulated by the Reserve Bank of India
- a) I and III only
 - b) II and IV only
 - c) I, III, and IV only
 - d) I, II, III, and IV

Q: 11 In Brown Label ATMs, who is responsible for the maintenance of the ATM?

- a) The sponsoring bank
- b) The service provider
- c) The customer
- d) The Reserve Bank of India

Q: 12 Kiosk Banking refers to a mini, self-service banking facility that operates through electronic kiosks (small machines or computer terminals), usually placed in public areas. Which of the following is NOT a feature of Kiosk Banking?

- a) It is deployed in high foot traffic areas
- b) It requires staff to operate
- c) It allows for inquiries and transactions
- d) It is unmanned and automated

Q: 13 What control measure is prescribed by the RBI for securing ATMs?

- I. RBI has asked banks to strengthen ATM security by using passwords, disabling USB ports, and keeping software updated.
 - II. Banks must also install anti-skimming tools and allow only approved software to run.
 - III. All ATMs must be upgraded to use supported and secure versions of operating systems.
 - IV. RBI has asked banks to Remove ATM hardware every night
- a) I, II, and III only
 - b) II and III only
 - c) I, III, and IV only
 - d) All of the above

Q: 14 Which of the following is NOT a common security measure for electronic banking?

- a) Password
- b) OTP
- c) Physical signature
- d) Biometric authentication

Q: 15 Internet banking allows customers to _____.

- a) Access banking services only during working hours
- b) Make transactions from anywhere via the internet
- c) Access banking services only on mobile apps
- d) All of the above

Q: 16 Banks are permitted to offer mobile banking services (through SMS, USSD or mobile banking application) after obtaining necessary permission from the _____

- a) Ministry of Finance
- b) Department of Payment and Settlement Systems, RBI
- c) National Payments Corporation of India (NPCI)
- d) Telecom Regulatory Authority of India (TRAI)

Q: 17 Which of the following is NOT allowed in mobile banking?

- a) Fund transfer within the bank
- b) Cross-border outward remittance
- c) Cash-out facility at ATM
- d) Balance enquiry

Q: 18 Under RBI guidelines, how many days are allowed to recredit a customer's account after an ATM transaction failure complaint?

- a) T+2 days
- b) T+3 days
- c) T+5 days
- d) T+7 days

Q: 19 Which of the following is NOT an advantage of using Business Correspondent (BC) channels?

- a) Rural branch can serve 4000-5000 families in 14-15 villages within 15-20 km radius
- b) BC enables banks to reach faster without new infrastructure
- c) Helps achieve financial inclusion in areas within existing branch network
- d) None of the above

Q: 20 Which tool is commonly used during the Marketing Analysis stage to gain insight into the market and competitors?

- PEST
- SWOT
- STP
- 4Ps

Q: 21 Which is the primary direct channel that drives retail banking?

- a) Branch
- b) ATM
- c) Mobile Banking
- d) Internet Banking

Q: 22 How many minimum free transactions must a bank offer to its savings bank account holders at its own ATMs per month?

- a) 3
- b) 4
- c) 5
- d) 6

Q: 23 Which of the following transactions is considered a non-financial transaction at an ATM?

- a) Cash withdrawal
- b) Fund transfer
- c) Balance inquiry
- d) NEFT

Q: 24 What is the full form of IMPS?

- a) Instant Mobile Payment Service
- b) Immediate Payment Service
- c) Integrated Money Processing System
- d) Indian Mobile Payment System

Q: 25 Which technology is used by STAR 99# banking service?

- a) USSD
- b) NFC
- c) QR code
- d) UPI

Q: 26 What is the primary objective of Customer Relationship Management (CRM) in banking?

- a) Maintain regulatory compliance
- b) Ensure employee retention
- c) Understand customer needs and provide appropriate services
- d) Increase documentation

Q: 27 Which of the following is an example of cross-selling in a bank?

- a) Offering higher interest rate on FD
- b) Selling life insurance to an existing savings account holder
- c) Waiving charges on lockers
- d) Issuing passbooks to senior citizens

Q: 28 As per RBI, what is the maximum number of free transactions allowed per month from ATMs of other banks in metro areas?

- a) 3

- b) 5
- c) 7
- d) Unlimited

Q: 29 What is the key objective of financial inclusion?

- a) To expand overseas operations
- b) To increase ATM usage in urban areas
- c) To provide affordable financial services to low-income groups
- d) To reduce NPA levels



