

Questions

1. Explain how marketing concepts can be applied in banking industry.
2. Describe an effective marketing plan for a commercial bank.
3. What are the factors to be considered for marketing innovative products and services of banks?
4. Explain the importance of bank audit.
5. What are the salient features of internal audit of a bank?
6. Distinguish between traditional approach and modern approach of an internal audit of a bank.
7. How does internal audit help in improving risk management in banks?
8. What are the causes and benefits of bank mergers?
9. Explain Stewart's motivational factors of bank mergers.
10. What are the methods of valuing bank mergers?
11. Explain the need for international banking.
12. What are the methods of globalizing bank operations?
13. What are the benefits and challenges of international bank operations?
14. Given the following compute the merger benefit and net present value of merged entity. Value of Bank A before merger 50 million, value of Bank B 20 million, Purchase price of Bank A in cash 30 million, Value of merged Bank A 90 million.