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Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD (now MoE)

Re-accredited with an 'A++' Grade by NAAC CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Class: III UG

Major: BBA (RM)

Time: 2 Hours

Max. Marks: 60

23BRESE3C Customer Relationship and selling skills for Banking, Financial Services and Insurance

Course Outcome:

- CO1: Comprehend the role and functions of the Banking and Insurance system in India.
- CO2: Apply the knowledge about the key banking and insurance regulatory norms and measures for effective customer service.
- CO3: Critically analyse and integrate various financial and fintech products/ services features with procedures to acquire and retain customers.
- CO4: Design selling and crossing plans for Micro Investments, Banking and Insurance Products.
- CO5: Educate the customers on various services and ethically suggest products and services.

Part - A

Choose the correct the answer

Part-A

(6X1=6)

CO3:K1

CO3:K1

CO4:K1

CO4:K1

CO5:K1

CO5:K1

Part B

Answer ALL questions

(3 x 6 = 18)

CO3:K2

CO3:K2

CO4:K2

CO4:K2

CO5:K2

CO5:K3

Part C

Answer ALL questions

(3 x 12 = 36)

CO3:K2

CO3:K2

CO4:K3

CO4:K2

12. (a) Elucidate on the influence of technology and social media