

Time: 1 Hr**Marks: 25**

Note: All questions are compulsory
Figures to right indicate full marks

Q.1 Case Study**05**

New bank has undertaken a comprehensive approach to implement and optimize Internet banking services. The following sections highlight key aspects of the banks Internet banking journey.

Implementation of Internet banking:

- **User friendly interface:**

New bank invested in creating a user friendly, Internet banking interface ensuring ease of. Navigation for customers of all demographics the platform is designed to be intuitive, a loving users to check, account balances, transfer funds, pay bills and access various banking services seamlessly cancel

- **Enhanced security measures:**

Recognizing the importance of security in online transactions, new bank implemented state off do art security measures. This includes multifactor authentication, encryption protocols, and real time monitoring to safeguard customer data and prevent unauthorized access.

- **Personalized customer support:**

New bank offers personalized customer support. For Internet banking users the bank provides live chat support, a dedicated helpline, and tutorials to assist customers in navigating the Internet banking platform an addressing any queries or concerns.

Questions

1. How does new bank balance the integration of advanced security measures in Internet banking with the need to provide a seamless and user friendly experience for customers?
2. In what ways the implementation of Internet banking positively impacted new banks operational efficiency and customer acquisition, contributing to its competitive age in banking industry?

Q. 2 Answer the following (any one):

10

A) Discuss the role and functions of commercial banks in economic development of the country.

OR

B) Discuss in detail banking ombudsman scheme.

Q. 3 Answer the following (any one):

10

A) What are the different types of fund transfers using Internet Banking?

OR

B) Discuss the RBI guidelines for microfinance.
