

ME901

## **Retail Bank Marketing**

### **Unit I: Introduction**

History and Definition, Role within the Bank operations, Applicability of Retailing Concepts- Distinction between Retail and Corporate /Wholesale Banking.

### **Unit II: Retail Asset Products and other related services**

Retail Products Overview – Customer requirements, Products development process, Liabilities and Assets Products –Description of Asset Products, Approval process for retail Loans, Credit Scoring.

**Auto / Vehicle Loans** – Eligibility, Purpose, Amounts, Margin, Security, Insurance, Disbursement, Filing of Charge with Registering Authorities, Moratorium, Prepayment issues, Repayments / Collection. Marketing through Tie Up arrangement with Dealers, Recovery- Taking Possession and Auction of Vehicle in case of default.

**Personal Loans** – Eligibility, Purpose, Amounts, Security, Disbursement, Moratorium, Prepayment issues, Repayments / Collection. Tie up arrangement with Employers for recovery

**Educational Loans** – Eligibility, Purpose, Amounts, Security, Disbursement, Moratorium, Prepayment issues, Repayments. Financing Students for Studies abroad- Procedure- Precautions

**Housing Finance-** Essentials of a Home Loan Proposal - Eligibility, Purpose, Quantum of finance- Interest – Tenor, Margin, Insurance, Security – Loan to Value Ratio, EMI Concept, Disbursement, Repayment Period, Moratorium, Pre-payment Issues, Recovery, Other Terms & Conditions. Lenders Appraisal Procedure - Other Lending Schemes - Housing Finance in Metro Cities - Financial Counseling- National Housing Bank, Recovery- Legal aspects

**Recovery of Retail Loans** – Defaults, Rescheduling, Recovery Process. SARAFESI Act, DRT Act, Use of Lok Adalat forum. Direct Recovery Agents-RBI Guidelines.

**Other Products** – Remittances / Funds Transfer- RTGS, NEFT, ECS.

**Credit / Debit Cards** - Introduction to Bank Cards - Types of Cards- Charge Cards, Debit Cards, Credit Cards, Co-branded Cards, Smart cards, Contactless Cards.- Card Operations - Appraisal and Sanction of Limits - Credit Card Billing Cycle - Profitability - Marketing –Administrative Support Functions - Credit decision process - Determining Credit Worthiness - Credit Scoring Method - Automated processing of applications - credit review - monitoring warning signals - risk analysis.

**Credit Card Frauds-** Preventive measures- recovery process- Legal regulatory issues

**Global framework for Smart card payments -VISA- MASTER CARD RUPAY Cards**

### **UNIT III: Retail Liability Products and other related services**

Introduction-Description of Retail Liability products-Concept of Retail Banking- Definition of Customer - Relationship between banker and customer-Duties and Rights of a banker-

Classification of retail banking products with emphasis on liability products.-Various types of customers.-Delivery channels,-Various remittance facilities.-Para- banking facilities

**Know Your Customer (KYC) Guidelines-** KYC-AML-CFT Guidelines of RBI-Obtaining of Introduction at time of opening deposit accounts- Identification / KYC Documents for different types of Individuals-Customer Identification Procedures (CIP) for Non- Individuals- Freezing and closure of KYC Non-Compliant Accounts- Indicative List of KYC Documents- Verification of Address for Genuineness & KYC Documents-Monitoring of Transactions in Accounts- Combating Financing of Terrorism (CFT)

**Different Types of Customers and Accounts-**Different Types of Customers & Operational Issues- Not Competent to Contract - Minors, Insolvents, Lunatics, Drunkards- Special Types of Customers - Illiterates, Blind, Incapacitated, Pardanashin,- Executors & Administrators, Liquidators- Entity as Customers – HUF, Trust, Clubs, Associations, Societies, Govt. Bodies- Legal Persons / Others – Sole Proprietorship, Partnership, Public & Pvt.Ltd. Cos-Special Legal Persons – Limited Liability Partnership, One Person Company-Joint Accounts, Operational Instructions, Settlement of Deceased A/c Claims

**Current Deposits- Savings Deposits- Term Deposits**

**UNIT IV: Role of CRM in Retail Bank marketing**

Customer Relationship Management – Meaning of CRM, Role and impact of Customer Relationship Management, Stages in Customer Relationship Management Process. Regulations and Compliances. Management, capturing, storing, processing and archiving of information and data and using the information in a way that improves the customer's total "experience".

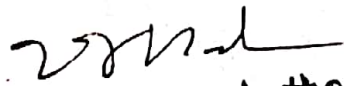
**UNIT V Trends and Technology in Retail bank Marketing**


**Technology for Retail Banking** – Static information, Account opening, basic loan origination data etc. Updated information like income details at different frequencies. Transaction information from disbursement till final settlement of the loan amount. Analytics / Alerts.

**Trends in Retailing** – New products like Insurance, Demat Services, Online / Phone Banking, Property services, Investment Advisory / Wealth Management, Reverse Mortgage. Growth of e-banking, Cross selling opportunities.

**Reference Book:**

1. Retail asset product and other related services –Indian Institute of Banking and Finance
2. Retail liability product and other related services- Indian Institute of Banking and Finance

  
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