

STRATEGIES FOR BANKING RISK AND MARKETING MANAGEMENT

1. Remembering: Recall the key principles of KYC (Know Your Customer) and AML (Anti-Money Laundering) regulations in banking risk and marketing management.
2. Understanding: Explain the customer verification process and CASA (Current Account Savings Account) deposits in the context of banking profitability.
3. Applying: Analyze and assess the profitability of banks through effective management of CASA deposits and cross-selling products like investments, home loans, and other banking services to CASA customers.
4. Analyzing: Evaluate the strategies for NPA (Non-Performing Assets) management and the importance of spreading awareness about banking products and services.
5. Evaluating: Critique sales call reviews, customer relationship management techniques, account opening procedures, and handling customer complaints effectively in banking operations.
6. Creating: Develop innovative activities to attract and retain customers, enhance sales performance, and improve overall customer satisfaction in the banking industry.