



Time Allowed: 3 Hours

Maximum Marks:100

SME Banking

Date: December 12, 2019

JAIBP (Specialization)

Roll No:

Instructions:

- i. Attempt ALL questions;
- ii. Answers must be neat, relevant and brief;
- iii. In marking the question paper, the examiners take into account clarity of exposition, logic of arguments, presentation and language;
- iv. Read the instructions printed inside the top cover of answer script CAREFULLY before attempting the paper;
- v. DO NOT write your Name, Access No. or Roll No. etc. anywhere inside the answer script(s);
- vi. Candidates are advised not to mark any of the objective answer on the question paper, otherwise their paper will be cancelled;
- vii. Question Paper must be returned to invigilator before leaving the examination hall.

SECTION B: SUBJECTIVE

All the questions from Section B are compulsory.

(55 Marks)

- Q1.** SMEs are considered as backbone of economy, explain the significance of SMEs. **(5 Marks)**
- Q2.** Traditionally, Banks have been lending to SMEs against the collateral, however, use of asset – based finance has also increased. Discuss. **(3 Marks)**
- Q3.** SME sector plays vital role in Pakistan, discuss the factors responsible for the importance of SMEs in a developing country like Pakistan. **(10 Marks)**
- Q4.**
- A.** Discuss the role of National Productivity Organization in development of SMEs. **(3 Marks)**
- B.** In addition to financial services, banks also provide non-financial services to SMEs. Enlist the non-financial services provided to SMEs. **(3 Marks)**
- C.** Explain the concept of write – off of non-performing loan. **(3 Marks)**
- Q5.** In today’s world, marketing is considered as one of the important tool by organizations. Discuss the importance of marketing in SMEs. **(5 Marks)**
- Q6.** Banks need to review their current strategies for winning over SMEs; what factors should be considered by banks to win the large customer base? **(6 Marks)**
- Q7.** State the objectives of SMEDA (Any five). **(10 Marks)**



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Q8.

- A.** Briefly discuss the role of the SBP in the development of SME sector in Pakistan. **(4 Marks)**
- B.** In respect of Small Enterprise Financing, can Banks & DFIs take exposure of defaulters? Discuss with reasons. **(3 Marks)**

X ——— END OF PAPER ——— X