



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.

## End - Term Examinations – MAY 2025

Date: 23-05-2025

Time: 01:00 pm –04:00 pm

|                       |                      |                |
|-----------------------|----------------------|----------------|
| School: SOM-PG        | Program: MBA         |                |
| Course Code : MBA3082 | Course Name: Fintech |                |
| Semester: IV          | Max Marks: 100       | Weightage: 50% |

| CO - Levels | CO1 | CO2 | CO3 | CO4 | CO5 |
|-------------|-----|-----|-----|-----|-----|
| Marks       | 25  | 25  | 25  | 25  | -   |

### Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

### Part A

Answer ALL the Questions. Each question carries 3marks.  
3Mx10Q=30M

|   |   |         |           |     |
|---|---|---------|-----------|-----|
| 1 | Define Fintech. State two main aims of Fintech implementation.                              | 3 Marks | Knowledge | CO1 |
| 2 | Define a non-fungible token (NFT).  | 3 Marks | Knowledge | CO1 |
| 3 | How do EMV chip cards and NFC technology facilitate payments?                               | 3 Marks | Knowledge | CO1 |
| 4 | Describe cloud computing and mention any 3 advantages of it for the financial institutions? | 3 Marks | Knowledge | CO1 |
| 5 | What does NBFC stand for? Write a brief note on its role in finance?                        | 3 Marks | Knowledge | CO1 |

|           |   |                |                  |            |
|-----------|---|----------------|------------------|------------|
| <b>6</b>  | Briefly list out what is RegTech (Regulatory Technology) and its significance in the financial industry?          | <b>3 Marks</b> | <b>Knowledge</b> | <b>CO2</b> |
| <b>7</b>  | How does EMV Chip Cards and Near Field Communication Technology enable payments between consumers and businesses? | <b>3 Marks</b> | <b>Knowledge</b> | <b>CO2</b> |
| <b>8</b>  | How do predictive analytics help financial markets? Give suitable example?  | <b>3 Marks</b> | <b>Knowledge</b> | <b>CO2</b> |
| <b>9</b>  | What is NBFC? Write a short note on it?   | <b>3 Marks</b> | <b>Knowledge</b> | <b>CO2</b> |
| <b>10</b> | What is predictive analytics? Give one example of its use in financial markets.                                   | <b>3 Marks</b> | <b>Knowledge</b> | <b>CO2</b> |

**Part B**

| <b>Answer All the Questions. Each question carries 10 marks.</b> |   | <b>10Mx4Q=40M</b> |                    |            |
|--|---|-------------------|--------------------|------------|
| <b>11</b>  | <p>A newly formed financial institution in India is considering integrating Fintech solutions to enhance its service offerings and efficiency. The management team is evaluating which business models to adopt and how Fintech can contribute to their ecosystem.</p> <p>As a consultant, analyse the common business models in Indian Fintech and their significant contributions, recommending which models the institution should consider.</p> | <b>10 Marks</b>   | <b>Application</b> | <b>CO1</b> |
| <b>OR</b>  |   |                   |                    |            |
|  | <p>With rapid digital adoption, Fintech trends are shaping the financial landscape across various Indian demographics, including urban millennials and rural populations.</p> <p>Evaluate in detail, the key trends reshaping the Fintech landscape in India and discuss their impact across different demographic segments.</p>  | <b>10 Marks</b>   | <b>Application</b> | <b>CO1</b> |

|           |  |                 |                    |            |
|-----------|--|-----------------|--------------------|------------|
| <b>12</b> | <p>A Fintech startup is deploying machine learning (ML) to improve its credit risk assessment but faces challenges in implementation.</p> <p>Analyze the applications of machine learning in Fintech and discuss the major challenges faced during implementation.</p> | <b>10 Marks</b> | <b>Application</b> | <b>CO2</b> |
| <b>OR</b> |  |                 |                    |            |
|           | <p>India has witnessed several Fintech innovations, from digital payments to blockchain. The sector is poised for further growth.</p> <p>Analyse the future of Fintech in India, considering recent innovations and potential developments.</p>                        | <b>10 Marks</b> | <b>Application</b> | <b>CO2</b> |

|           |   |                 |                    |            |
|-----------|---|-----------------|--------------------|------------|
| <b>13</b> | <p>A global payment company is mapping out the key elements needed for a robust payment ecosystem to ensure seamless cross-border transactions.</p> <p>Examine in detail the key components of the global payment ecosystem.</p>                                      | <b>10 Marks</b> | <b>Application</b> | <b>CO3</b> |
| <b>OR</b> |   |                 |                    |            |
|           | <p>Indian consumers are rapidly adopting innovative payment solutions that are transforming the retail payment landscape.</p> <p>Evaluate the various innovative payment solutions reshaping consumer and retail payments in India.</p>                               | <b>10 Marks</b> | <b>Application</b> | <b>CO3</b> |
| <b>14</b> | <p>Indian banks are increasingly leveraging technology to improve their services and reach. Several trends are emerging in the BankTech space.</p> <p>Analyze the current BankTech trends in India, providing three real-world examples of their application.</p>     | <b>10 Marks</b> | <b>Application</b> | <b>CO4</b> |
| <b>OR</b> |   |                 |                    |            |
|           | <p>Insurance companies are integrating AI and ML throughout the insurance lifecycle, from underwriting to claims processing.</p> <p>Support the statement that AI and ML are being leveraged in multiple areas of the insurance lifecycle with suitable examples.</p> | <b>10 Marks</b> | <b>Application</b> | <b>CO4</b> |

### Part C

|  |   |                 |                 |            |
|--|---|-----------------|-----------------|------------|
| <p><b>Answer ALL the Questions. Each Question carries 15 marks.</b></p> <p><b>15Mx2Q=30M</b></p> |   |                 |                 |            |
| <b>15</b>  | <p>A leading Fintech company, FinChain Solutions, has integrated blockchain technology across multiple services including payments, smart contracts, and digital identity verification. This integration has enhanced transparency, security, and efficiency, greatly improving customer trust and satisfaction. For example, blockchain-based smart contracts automate loan disbursements without intermediaries, reducing turnaround time. The company also uses blockchain to secure customer data and enable seamless cross-border payments with minimal fees.</p> <p>a) Explain how blockchain technology improves transparency and security in Fintech applications.</p> <p>b) Discuss the role of smart contracts in automating financial services and their impact on customer experience.</p> <p>c) Analyze how blockchain-based digital identity verification benefits both customers and financial institutions.</p> | <b>15 Marks</b> | <b>Analysis</b> | <b>CO3</b> |

|           |  |                 |                 |            |
|-----------|--|-----------------|-----------------|------------|
|           | <p>d) Identify the challenges Fintech companies face when implementing blockchain solutions.</p> <p>e) Suggest future innovations in blockchain that could further transform the Fintech industry.</p>   |                 |                 |            |
| <b>16</b> | <p>India's regulatory framework for Fintech has evolved to balance innovation with consumer protection. Regulatory bodies have introduced initiatives like regulatory sandboxes, digital KYC norms, data privacy laws, and guidelines for cryptocurrencies. These "smart regulations" aim to foster Fintech growth while mitigating risks such as fraud and data breaches. For instance, the regulatory sandbox allows startups to test new products under supervision before full-scale launch. However, Fintech firms sometimes find compliance complex and costly.</p> <p>a) Define "smart regulation" and explain its importance in the Fintech sector.</p> <p>b) Describe four key regulatory initiatives in India that support Fintech innovation.</p> <p>c) Analyze how regulatory sandboxes help Fintech startups.</p> <p>d) Discuss the challenges Fintech companies face in complying with evolving regulations.</p> <p>e) Propose recommendations to improve the regulatory environment for Fintech in India.</p> | <b>15 Marks</b> | <b>Analysis</b> | <b>CO4</b> |