Roll No………..

GL BAJAJ
Institute of Management & Research
Greater Noida
FIND YOUR SPARK
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POST GRADUATE DIPLOMA IN MANAGEMENT (2025-27)
END TERM EXAMINATION (TERM -III)

Subject Name: **Banking, Financial Services and Fintech** Time: **02.00 hrs**
Sub. Code: **PGF33** Max Marks: **40**

Note: All questions are compulsory. Section A carries 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

CO's	Statement of Course Outcomes	Bloom's Taxonomy
CO1	Understand structure and functioning of BFSI institutions and products.	Understanding – L2
CO2	Analyze banking operations, risk and regulatory frameworks.	Analyze – L4
CO3	Apply data analytics for financial inclusion and business decisions.	Apply – L3
CO4	Evaluate FinTech ecosystems and digital transformation in BFSI.	Evaluate – L5
CO5	Design sales, customer acquisition and digital growth strategies for BFSI/FinTech firms.	

SECTION - A

Attempt all questions. All questions are compulsory. **2×6 = 12 Marks**

Questions	CO	Bloom's Level
Q. 1: (A). Explain the structure of the Indian Financial System with special reference to the BFSI sector.	CO1	RBTL 2
Q. 1: (B). Differentiate between Banks and NBFCs on the basis of products offered, regulations, and customer segments.	CO1	RBTL 2
Q. 1: (C). Differentiate between PPF and Equity linked saving scheme on the basis of products offered, regulations, and customer segments.	CO1	RBTL 2
Q. 1: (D). Explain the concept of a liquidity–profitability trade-off in a bank's asset–liability management (ALM).	CO2	RBTL 2
Q. 1: (E). Under RBI's CAMELS framework, what is the difference between 'Asset Quality' and 'Management Soundness'?	CO2	RBTL 2
Q. 1: (F). A bank has a CET-1 capital ratio of 6.5% and a total capital ratio of 9%. Does it comply with Basel III norms? Justify your answer.	CO2	RBTL 2

SECTION – B

All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice) **6 x 3 = 18 Marks**		
Questions	**CO**	**Bloom's Level**
Q. 2: (A). Using India's Financial Access Survey (FAS) data as a reference, analyze how digital banking adoption can serve as a market expansion strategy for commercial banks in rural unbanked regions.	CO3	RBTL 3
Or		
Q. 2: (B). From a business lens, how can a bank align its inclusive finance strategy with SDG 1 (No Poverty) and SDG 8 (Decent Work & Economic Growth) while ensuring profitability? Provide one analytical example.	CO3	RBTL 3
Q. 3: (A). Critically evaluate how the combination of Open Banking, Account Aggregators (AAs), and AI-based alternate credit scoring can simultaneously enhance financial inclusion and create new job roles in the banking sector. Provide one specific employability example.	CO4	RBTL 5
Or		
Q. 3: (B). Design a conceptual framework using Embedded Finance and Banking-as-a-Service (BaaS) that a non-bank platform (e.g., e-commerce, ride-hailing) could adopt to offer digital lending and UPI-based payments.	CO4	RBTL 5
Q. 4: (A). Critically evaluate the potential impact of a retail CBDC (e-CNY or digital rupee) on the existing UPI and private wallet ecosystem in India.	CO4	RBTL 5
Or		
Q. 4: (B). Propose an innovative use case that combines UPI, private wallets, and a retail CBDC to solve a real-world inefficiency in India's current digital payment system.	CO4	RBTL 5

SECTION - C

Read the case and answer the questions **5×02 = 10 Marks**

Questions	**CO**	**Bloom's Level**
Q. 5: Case Study: **LoanSwift – Navigating Growth Amid Regulatory and Operational Challenges (Paragraph Form):** LoanSwift is a rapidly growing fintech startup in India that offers instant personal loans through a mobile application, using AI-based credit scoring and alternative data such as social media activity and transaction history to serve underserved segments like gig workers and individuals with limited credit history. Within three years, the company expanded to over 2 million users, but this rapid growth has brought significant challenges. One of the primary concerns is regulatory compliance, as LoanSwift operates under the guidelines of the Reserve Bank of India, which mandates transparency in lending practices, restrictions on data usage, and partnerships with regulated entities. Additionally, the firm faces serious data privacy and security risks due to the handling of		

sensitive customer information, requiring adherence to strict frameworks similar to the General Data Protection Regulation. Another major issue is credit risk management, as reliance on alternative credit scoring has led to rising default rates and challenges in evaluating borrowers with unstable incomes, while the lack of transparency in AI models raises further concerns. Customer trust and financial literacy also pose challenges, as many users are first-time borrowers who may not fully understand loan terms, leading to dissatisfaction and reputational risks, especially when coupled with aggressive recovery practices. Technologically, LoanSwift struggles with system scalability, occasional outages, and dependence on third-party APIs for key processes like KYC and payments. Moreover, the company faces intense competition from traditional banks, established fintech players, and emerging Buy Now, Pay Later services. As a result, LoanSwift is at a strategic crossroads, needing to balance rapid expansion with sustainable, compliant, and customer-centric operations while strengthening risk management, enhancing transparency, and investing in technology to ensure long-term success. Questions:		
Q. 5: (A). Design a comprehensive strategic framework for LoanSwift that integrates regulatory compliance, advanced risk management, and customer trust-building measures, while ensuring sustainable growth in a highly competitive fintech environment.	CO5	RBTL 6
Q. 5: (B). Critically evaluate LoanSwift's current business model and propose an innovative, technology-driven solution (using AI, data analytics, or digital ecosystems) to address credit risk, data privacy, and customer acquisition challenges simultaneously	CO5	RBTL 6

Kindly fill the total marks allocated to each CO's in the table below:

COs	Question No.	Marks Allocated
CO1	Q. 1: (A). Q. 1: (B). Q. 1: (C).	6
CO2	Q. 1: (D). Q. 1: (E). Q. 1: (F)	6
CO3	Q. 2: (A). Q. 2: (B).	6
CO4	Q. 3: (A). Q. 3: (B). Q. 4: (A) Q. 4: (B)	12
CO5	Q. 5: (A). Q. 5: (B).	10
CO6	NA	

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering
L2= Understanding
L3= Apply
L4= Analyze
L5= Evaluate
L6= Create