GL BAJAJ Institute of Management & Research Greater Noida
FIND YOUR SPARK

Roll No…………

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2025-27)
MID TERM EXAMINATION (TERM -III)

Subject Name: **Banking, Financial Services and Fintech**	Time: **01.00 hrs**
Sub. Code:**PGF33**	Max Marks: **20**

Note: All questions are compulsory. Read the case and answer the questions

CO1: Understand structure and functioning of BFSI institutions and products.
CO2: Analyze banking operations, risk and regulatory frameworks.
CO3: Apply data analytics for financial inclusion and business decisions.
CO4: Evaluate FinTech ecosystems and digital transformation in BFSI.
CO5: Design sales, customer acquisition and digital growth strategies for BFSI/FinTech firms.

Read the case and answer the questions

Case Study:
An Indian insurance company, “SecureLife,” recently launched a new health insurance policy in collaboration with a tech partner. The plan includes a base health coverage of ₹5 lakhs, along with wellness benefits and optional riders like critical illness cover and personal accident cover. Many first-time buyers expressed confusion over terms like “sum insured”, “surrender value’’and “free look period’’ while some were unsure whether to opt for health insurance or life insurance.

Questions:
1A. Explain the terms like “sum insured”, “surrender value’’and “free look period’’ in the context of insurance. Why is it important for policyholders to understand these terms? 5

1B. Compare health insurance and life insurance. In what situations might one be preferred over the other? 5

Case study:
In 2018, the atmosphere inside XYZ Bank’s headquarters was tense. Senior managers sat through long review meetings, staring at alarming figures—rising Non-Performing Assets (NPAs), shrinking profits and increasing pressure from regulators. Years of aggressive lending, weak credit checks and delayed recognition of bad loans had finally caught up. Large corporate accounts had turned doubtful and recovery was slow. Employees feared stricter regulations, while customers began losing confidence. Everything after 2018 changed when a series of reforms induced by Reserve Bank of India including 4R strategy reshaped the banking landscape. XYZ Bank began taking tough decisions. Bad loans were identified early, recovery actions were intensified through legal channels and fresh capital was infused. The bank also introduced Early Warning Systems (EWS) to detect risky borrowers before they defaulted. By 2025, the results were visible. Gross NPAs of SCBs hit a historic low of 2.15% as of Sept. 2025 announced by Finance Ministry is restoring confidence in the banking system. XYZ Bank’s profitability improved, and it was once again ready to grow. Yet, during a board meeting, the CEO raised a critical question: “*Have we truly learned from the past, or*

are we preparing for the next cycle of bad loans?"
The room fell silent.

Questions:

2A. What key changes helped XYZ Bank reduce its NPAs so significantly? 5

2B. As a bank manager, what steps would you take to ensure NPAs do not rise again? 5

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

COs	**Blooms Taxonomy Levels**	**Marks Allocated**
CO1	L2	10 Marks
CO2	L3	10 Marks

Blooms Taxonomy Levels given below for your ready reference:

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