

JK LAKSHMIPAT UNIVERSITY, JAIPUR
INSTITUTE OF MANAGEMENT
End Term Examination, December 2025
B.B.A., Semester III, 2025-26

Roll No.....

FA1131: Contemporary Banking, Payments & Insurance Time: 2:00 Hours Max. Marks: 40

Instructions to students:

1. Do not write anything on the question paper except your roll number.
 2. The paper is divided into two sections. **Section A** contains descriptive questions, while **Section B** includes questions based on a scenario. Attempt **any six questions** from Section A and **both questions** from Section B.
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Section A

Attempt any 6 questions from this section.

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| Q. 1 | A customer pays ₹1,200 to a merchant using PhonePe UPI. Explain the end-to-end transaction flow and briefly describe the role of each participant involved in completing this payment. | 5.0 Marks
(CO1,3) |
| Q. 2 | A customer travelling to Singapore wants to make international payments. Discuss how SWIFT transfers, UPI Global, and Visa/Mastercard can be used for cross-border transactions. | 5.0 Marks
(CO2,3) |
| Q. 3 | A customer applies for a two-wheeler loan on the KreditBee app. Describe how the app uses various technologies to verify the customer, assess credit, and provide quick loan approval. | 5.0 Marks
(CO1,3) |
| Q. 4 | Rohit buys a ₹25,000 smartphone on Amazon using the Buy Now, Pay Later option. Detail how this transaction works from the initial purchase to the final repayment. | 5.0 Marks
(CO3,4) |
| Q. 5 | Arjun urgently needs ₹50,000 and uses Faircent to get the loan. Detail how Faircent processes this transaction from the initial loan request to final repayment. | 5.0 Marks
(CO3,4) |
| Q. 6 | A customer uses PolicyBazaar to compare vehicle insurance plans and purchase the most suitable one. Elaborate on how an insurance aggregator like PolicyBazaar facilitates this process from comparison to policy issuance. | 5.0 Marks
(CO3,4) |
| Q. 7 | A customer insured household items worth ₹3,00,000 with Acko but filed a 4,00,000 claim after a fire. How would Acko investigate this claim, identify the breach of insurance principles, and decide whether to approve or reject it? | 5.0 Marks
(CO1,4) |

Section B

Read the following scenario carefully and answer both questions related to this.

The LendingTech market in India has expanded rapidly in recent years, driven by fintechs and NBFCs that leverage AI-based credit scoring, alternative data, and mobile-first platforms to offer faster, more inclusive credit to underserved segments such as MSMEs, gig workers, and first-time borrowers. Key players like Faircent, PaisaBazaar, Lendingkart, and Simpl provide a range of services including peer-to-peer lending, digital personal loans, MSME credit, and short-term consumer credit. These platforms simplify the loan process—from application and underwriting to disbursement and repayment—making access to credit more convenient and transparent. Revenue is typically generated through origination fees, interest spreads, or marketplace commissions, while adherence to RBI digital lending guidelines, data privacy norms, and mandatory disclosure requirements ensure compliance and borrower protection. The sector continues to grow as technology-driven solutions bridge the gap between formal lenders and underserved borrowers, creating opportunities for financial inclusion. You are planning to set up your own LendingTech app in India, looking at the growing opportunities in the digital lending market. Based on this scenario, answer the following questions:

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| Q. 8 | State the regulatory guidelines your LendingTech startup must follow to operate in India. | 4.0 Marks
(CO3,4) |
| Q. 9 | Describe your LendingTech startup, including its lending model, technology stack, revenue model and compare your model with an existing player in the Indian market. | 6.0 Marks
(CO3,4) |