

Total No. of Questions – [3]

Total No. of Printed Pages: 2

G.R. No.	
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PAPER CODE	U323-235B (ESE)
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May 2023 (ENDSEM) EXAM
T.Y. B. TECH (COMPUTER ENGINEERING)
(AY 2022-23 SEMESTER - II)

COURSE NAME: Engineering Economics and FinTech

COURSE CODE: IOEUA3205B : Open Elective-I

(PATTERN - 2020)

Time: [1Hr]

[Max. Marks: 30]

Instructions to candidates:

- 1) Use of scientific calculator is allowed
- 2) Use suitable data where ever required
- 3) All questions are compulsory

Question No.	Question Description	Max. Marks	CO mapped	BT Level
Q.1	a) Analyze the relationship among Product, Process, and People in digital transformation and Fintech?	[4]	[4]	[Analyze]
	b) Analyze the impact of the digital transformation on the traditional banking institution's customer base and satisfaction levels. Provide specific examples of how the new digital services and mobile apps have contributed to the increase in customer satisfaction. Additionally, discuss any potential challenges that the bank might face in maintaining and further improving customer satisfaction levels in the future.	[6]	[4]	[Analyze]
	OR			
	c) Evaluate the impact of the Fintech ecosystem created by the startup on the financial industry. Analyze how the partnership with other Fintech companies has contributed to the success of the ecosystem. Additionally, assess the potential risks and challenges that the startup and its partners might face in maintaining and expanding the ecosystem in the future. Provide specific examples to support your analysis.	[6]	[4]	[Analyze]

Q.2	a) Discuss V4 business model framework in FinTech	[4]	[5]	[Understand]
	b) Construct and explain in detail the Business Model Canvas (BMC) for Paypal	[6]	[5]	[Apply]
	OR			
	c) Construct and explain in detail the Business Model Canvas (BMC) for LendingKart	[6]	[5]	[Apply]
Q.3	a) Explain how social network is used in organizational innovation	[4]	[6]	[Apply]
	b) Differentiate i) Private Vs Public Blockchain ii) Permissionless Vs Permissioned	[6]	[6]	[Apply]
	OR			
	c) Explain how Organizations should approach digital innovation in a holistic way.	[6]	[6]	[Apply]