

2/21

**0705N372**

Candidate's Seat No : \_\_\_\_\_

**IMBA in BI/IB/APR Sem.-8 Examination**

**F**

**F.P.S.**

**Time : 2-30 Hours]**

**May-2025**

**[Max. Marks : 70**

- Instructions:** (1) This paper contains **FIVE** questions.  
(2) All questions are compulsory.  
(3) Question No. **2, 3, 4** have internal options.  
(4) Figures in the right side in parenthesis indicate marks.

**Q:1** Read the case below and answer the following questions: **(14)**

**HSBC**, in response to the increasing demand for digital banking, overhauled its mobile banking app to improve user experience and better serve tech-savvy customers. The enhanced app introduced features such as real-time account updates, AI-driven financial guidance, seamless payment options, and strengthened security through biometric authentication and advanced fraud detection. Notable additions included personalized financial insights, streamlined bill payments and money transfers, and an integrated chatbot for instant customer support. Within six months of the launch, HSBC reported a 35% growth in user adoption, a 20% increase in digital transactions, and a notable boost in customer satisfaction.

1. What were the main outcomes of HSBC's mobile app revamp, and how did these results reflect the success of the initiative?
2. Explain two key features introduced in HSBC's upgraded mobile app and their impact on user convenience.
3. Discuss the role of AI-powered financial advice in HSBC's upgraded mobile banking app. How can this feature benefit users in managing their finances?
4. Discuss the role of technology in enhancing customer experience in digital banking. How can features like AI-powered financial advice, biometric security, and seamless payment options contribute to improved customer satisfaction?

**Q:2** Explain the concept of Index funds and ETFs alongwith the benefits and risks of the same. **(14)**

**OR**

**Q:2** Write short notes on: (Any two) **(14)**

1. Fundamental analysis
2. Technical analysis
3. Asset allocation approaches

**Q:3** Explain the concept health insurance and disability insurance in brief. **(14)**

**OR**

**Q:3** Explain the types of non-life insurance in detail. **(14)**

**Q:4** Discuss the types of structured products in brief. **(14)**

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OR

Q:4 Explain hedging and speculation techniques using derivatives. (14)

Q:5 Select the correct option from the following: (14)

1. Which of the following is a type of deposit product?
  - A. Personal loan
  - B. Mutual fund
  - C. Checking account
  - D. All of the above
2. Electronic Funds Transfer (EFT) does not allow:
  - A. Instant money printing
  - B. Money transfer via cheque
  - C. Electronic fund transfers
  - D. Both A and B
3. Mutual funds are managed by:
  - A. Individual investors
  - B. Fund managers
  - C. Corporations
  - D. Real estate brokers
4. Technical analysis is primarily based on:
  - A. Company financial statements
  - B. Economic indicators
  - C. Historical price and volume data
  - D. Risk-free rates
5. Diversification helps reduce:
  - A. Investment returns
  - B. Risk
  - C. Asset allocation
  - D. Tax liability
6. Risk management in insurance refers to:
  - A. Avoiding all risk
  - B. Maximizing profits
  - C. Identifying and mitigating potential losses
  - D. Investing in derivatives
7. Which of the following is a derivative instrument?
  - A. Stock
  - B. Mutual fund
  - C. Option
  - D. All of the above
8. Derivatives are used in hedging to:
  - A. Increase market risk
  - B. Eliminate market volatility
  - C. Protect against adverse price movements
  - D. Create more debt
9. Which structured product combines bonds and equity derivatives?
  - A. Savings bonds
  - B. Equity-linked notes
  - C. Term life insurance
  - D. Exchange-traded funds
10. Which of the following provides compensation for damage to rental property?
  - A. Term life insurance
  - B. Disability insurance
  - C. Renters insurance
  - D. Health insurance
11. Asset allocation involves:
  - A. Timing the market
  - B. Concentrating on one stock
  - C. Spreading investments across asset classes
  - D. Avoiding risk entirely
12. Which account typically earns higher interest but limits the number of withdrawals?
  - A. Checking account
  - B. Certificate of deposit
  - C. Money market account
  - D. None of the above
13. Which investment vehicle involves pooled money for investing in start-ups?
  - A. Index funds
  - B. Mutual funds
  - C. Venture capital
  - D. None of the above
14. A call option allows the holder to:
  - A. Sell an asset at a set price
  - B. Buy an asset at a set price
  - C. Both A and B
  - D. Hedge credit risk