

**IMBA in BI/IB/ APR Sem.-9 Examination****F/BI/IB****FTSM****Time : 2.30 Hours]****December-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** Explain in detail the Fintech Evolution for the period 1866-1966, 1967-2008 and year 2008 onwards and continuing. (14)

**Q.2** Write a detailed note on Electronic Fund Management. (14)

**OR**

**Q.2** What is the concept of Digital Money Eco System in India? Explain the business models of digital financial services which illustrate Digital Money Eco System in India. (14)

**Q.3** Explain in detail the difference between FinTech, RegTech and SupTech with appropriate examples. (14)

**OR**

**Q.3** What is SupTech? Explain Purpose, Implications and Scope of SupTech in detail. (14)

**Q.4** Explain the meaning, concept, current trends and examples of digital identity. (14)

**OR**

**Q.4** Explain in detail the seven principles of general data protection regulations. (14)

**Q.5** Read the case given below and answer the question based on it. (14)

Case - Lemonade – Disrupting Insurance with Artificial Intelligence

**Background**

Founded in 2015, Lemonade represents a new wave of InsureTech companies aiming to revolutionize the traditional insurance model. Using AI, Lemonade simplifies the insurance process, reduces costs, and improves customer satisfaction through transparency and efficiency.

**Key Challenges**

**Customer Mistrust:** Overcoming inherent distrust in the insurance industry, characterized by complex claims processes and perceived unfairness.

**Operational Efficiency:** Streamlining the claims and underwriting processes to reduce costs and improve customer experience.

**Data Security:** Managing sensitive customer data while utilizing AI to personalize and expedite services.

**Strategies Implemented**

**AI-Driven Claims:** Utilizing chatbots to manage claims, providing a fast, friendly, and transparent claims process.

**Behavioral Economics:** Applying principles of behavioral economics to design more customer-friendly policies and interactions.

**Transparent Pricing:** Clear, straightforward pricing models without complex conditions or hidden fees.

**Results Achieved**

**High Customer Satisfaction:** Lemonade has received high praise for customer service and ease of use, leading to rapid growth in its user base.

**Operational Efficiency:** Reduced overhead and increased speed in claims processing, setting a new standard in the industry.

**Innovative Policy Design:** Introduced features like giving unclaimed money to charities chosen by customers, enhancing public perception and trust.

**Question -** What are the Key takeaways for the insurance companies which want to compete by implementing the Artificial Intelligence?