

MASTER OF VOCATION
Management Banking and Finance
Subject: Fintech and Data Analytics
Subject Code: GPGE-205
Semester: Fourth
July 2021
Theory (External): 70 Marks
Time: 03 Hours

fork-lift batteries, the sales in this segment began dropping steadily. Mr. Marek wanted to introduce some radical changes in the advertising and branding of the new business but the proposal was turned down by the old-fashioned Mr. Jones. At this juncture in 2002, the firm is losing heavily in the fork-lift batteries business and its market share in car batteries is also on a decline. Mr. Jones has asked Mr. Marek to show a turnaround in the company within a year. What steps should Mr. Marek take to take the company out of its troubles?

==END OF PAPER==

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

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SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

Define the following in short

- A. Define Fintech.
- B. What is artificial intelligence?
- C. Explain Business Analytics.
- D. What is Torando charts?
- E. What is statistical forecasting techniques?
- F. Define data mining.
- G. Explain classification of data.
- H. What is logistic regression
- I. What is k nearest neighbour?
- J. Residual Analysis

SECTION –B (ESSAY TYPE QUESTIONS)
(5x10=50 Marks)

- 1) Define factors responsible for FinTech IT- enabled financial innovation.
- 2) Explain the recent innovation in Fintech with illustration?
- 3) Explain the evolution and scope of business analytics. Elobrate the descriptive, predictive and perspective models in analytics
- 4) Explain the process of regression model building with an illustration?
- 5) Explain the following terms with illustration
Discriminants Analysis
Logistic Regression
- 6) Explain the statistical forecasting techniques.
You are working as an intern in a bank, what are the various statistical forecasting techniques you will adopt to improve the sales of bank
- 7) While working in the bank as an interns, explain the process of chatbots used by banks?
- 8) Started in 1965, ChemCo is a leading manufacturer of car batteries in the U.K. market. Since then, it has been under the charge of Mr. Jones, the founder-owner of the firm. In 1999, the company decided to go for a diversification by expanding the product line. The new product was batteries for fork-lift trucks. At the same time, Mr. Marek was appointed the Senior Vice President of marketing in the company. However, soon after its successful diversification into