



# Symbiosis University of Applied Sciences

## Front Page of Answer Book

Enrollment Number:

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Name of Student: YASH GUPTA

Name of Program: B. TECH

Year/Semester: 2<sup>ND</sup> YEAR/3<sup>RD</sup> SEMESTER

Name of Paper: Banking, Financial Services & Insurance Paper Code: BTCS03CCB1

Date: 15<sup>th</sup>-JULY-2021

Day: THURSDAY

Time: 10:20 AM – 11:20 AM

Total No. of Pages.: 02

### Instructions for Examinees

1. Fill up all entries required in this page.
2. Merge this doc page with your scanned answer sheets as a first page in a single PDF file.
3. Write your answers on A4 Ruled Sheets/Register Pages.
4. Write End after the last attempted question.
5. Write the page number on every page and mentioned Total No. of Pages on front Page.
6. **If the content in the Answer Book of two students or more has found similar, in that case all copied answer will stand cancelled.**

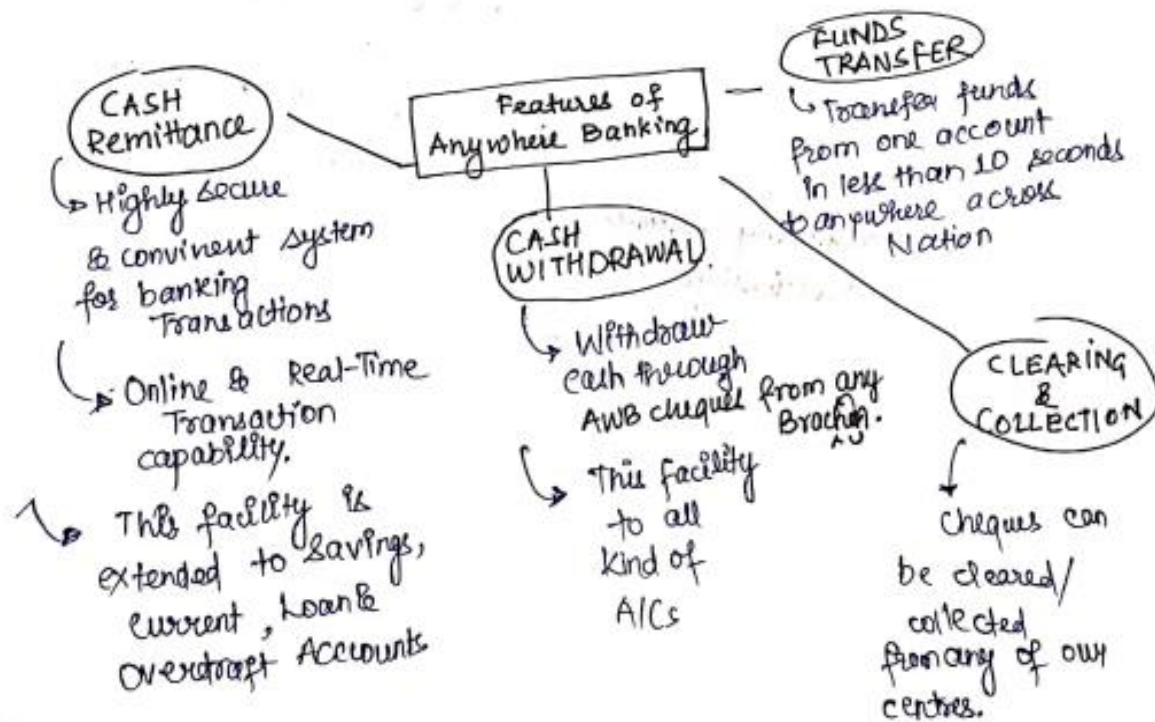
Question 1: What do you mean by Anywhere Banking? Future of IT in Banking?

Anywhere Banking: It is a convenient banking system which allows us to access customer facilities of our bank from anywhere across the nation.

- It is highly secure and speedy way of making transfers away from home. That's why Nowadays 'Anywhere banking' feature especially important for users who move/travel very frequently.

Why 'Anywhere Banking' was started? → Because ① it is no longer practically possible to carry money everywhere a ~~person~~ person go

- ② Also to restrict banking to one Branch. (Loss to Bank's business)
- ③ Opening multiple Bank accounts wherever we go. {w.r.t Consumers}



∴ Question 2: How Intelligence Network is helpful for BFSI?

→ Financial Institutions are gradually realizing the importance of location intelligence. Financial institutions produce a lot of location data regularly, & they are trying to extract valuable knowledge from it so that they can bring more values to the ecosystem.

Following points are playing a key role in enriching customer experience via location intelligence network :-

- Visualization is extremely efficient
  - Segmentation of customers
  - Analytical forecasting
  - Uncovering the Best Products & locations
  - GIS Insights for Risk Hypothesis & Claims management.
  - Enhancing capital management:
    - More efficient Resource allocation
    - Improving the performance of reinsurance
  - Bringing together underwriting & claims data.
  - Strengthening customer relationships
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