

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - SUMMER 2025

Subject Code: 1539505

Date: 06-06-2025

Subject Name: Introduction to FinTech and Financial Analytics

Time: 02:30 PM TO 05:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Regtech	
(b) Insurtech	
(c) Bitcoin	
(d) Crowdfunding	
(e) Vertical Analysis	
(f) Paypal	
(g) Python	
Q.2 (a) Elaborate any 5 types of fintechs with suitable example	07
(b) Which are the different types of crowdfunding techniques?	07
OR	
(b) Mention different current trend in financial technology.	07
Q.3 (a) Distinguish between horizontal and vertical financial statement analysis with example.	07
(b) Explain features of financial statement analysis.	07
OR	
(a) Why analysis of financial statements hold great importance in corporates? Support with an example	07
(b) Mention important categories to focus on while analysing financial statements of ITC.	07
Q.4 (a) When should we use the tool “R”. Explain its strength and weaknesses.	07
(b) When should we use the tool “Python”. Explain its strength and weaknesses.	07
OR	
(a) What are the sources of financial data? Explain in detail.	07
(b) Mention the Steps in Data Cleaning and support with example.	07

Q.5

In 2014, the Coolest Cooler launched on Kickstarter, promising a high-tech reinvention of the traditional cooler. Features included a built-in blender, waterproof Bluetooth speaker, USB charger, LED lights, and more. The campaign was a massive hit, raising over \$13 million from 62,000 backers, making it one of the most-funded projects on the platform at the time. The promotional video was engaging and viral, targeting outdoor enthusiasts and showcasing the cooler at summer parties, beaches, and camping sites. The idea struck a chord, and the campaign soared. However, the company encountered major problems. Manufacturing costs were underestimated, leading to delays and cost overruns. Despite raising millions, thousands of backers never received their coolers, and the company was eventually forced to sell units on Amazon to generate funds—further angering backers who still hadn't received their products. Ultimately, Coolest Cooler is remembered as a cautionary tale about overpromising and underdelivering.

- (a) What marketing tactics did the Coolest Cooler team use to achieve such high crowdfunding success? 07
- (b) What were the major operational and financial missteps that led to the project's failure to deliver? 07

OR

- (a) How could the Coolest Cooler team have better managed backer expectations during the post-funding phase? 07
- (b) What key takeaways can future crowd funders learn about balancing product ambition with realistic execution? 07
