Prahladrai Dalmia Lions College of Commerce & Economics
(Government Aided & Affiliated to University of Mumbai & AICTE,New Delhi)
NAAC Re-accredited with 'A' Grade (III Cycle) ISO 21001:2018 Certified
University of Mumbai Recognised Research Centre in Accountancy,Commerce & Business Economics
A Government Approved Hindi Linguistic Minority Institute
54 Years of Sterling Performance in Education

NOTICE

Date: 17/08/2026

This is to inform all SYBMS students that the **internal assessment for the course E-COMMERCE (20 marks)** will be on the following criteria:

1. **Mandatory class test for 10 marks.**
   a) **The Front page (top right hand side)should contain details:**
      Name of the student
      Roll no.
      Class and Division
      Semester
      Course (Subject)
      Date
      Name of the project
   b) A google link will be provided to the students to upload their entire project in due course.

2 . Instructions for Assignments: 20 MARKS (ASSIGNMENT AND CASE STUD)

   a) Students have to be present in person for the submission of their assignment
   b) Submission of assignment to be done on A4 size ruled paper ONLY. **The entire assessment must be handwritten by the student himself in legible handwriting** and stapled together in a booklet format.
   c) **The Front page (top right hand side)should contain details:**
      Name of the student
      Roll no.
      Class and Division
      Semester
      Course (Subject)
      Date
      Name of the assignment.
   d) Assignment must be of maximum 5 pages.

6. If the student fails to present himself on the given date and time for submission of project and assignment he/ she will be marked ABSENT for the said submission and no further chance will be given.

Dr.Sailee Shringarpure	**Ms. Subhashini Naikar**	**Prof.(Dr.) Digambar N Ganjewar**
BMS Co-ordinator	**Vice- Principal (SFC)**	**Principal**

DI/N-STD/Gen/00

Subject: E-Commerce I: Digital Banking and Insurance Services

INTERNAL ASSESSMENT – 20 MARKS

The Internal Assessment will consist of **two components**:

Component	Requirement	Marks
Part A – Home Assignment	Select **ANY TWO topics** from the list	10
Part B – Home Case Study	Select **ANY TWO case studies** from the list	10

<u>PART A – HOME ASSIGNMENT (10 Marks)</u>

Students must select **ANY TWO topics** from the following list and prepare a handwritten assignment on each selected topic.

Each topic carries 5 marks.

Assignment Topics

Module 1 – Introduction to Digital Financial Services

1. Evolution of Banking and Insurance Services in the Digital Era

Trace the evolution from traditional banking and insurance services to internet-based and mobile-based financial services. Compare traditional and digital service models.

2. Digital Banking Infrastructure: Core Banking Solutions (CBS) and APIs

Explain the components and importance of CBS. Discuss how APIs enable integration between banks, FinTech companies and other digital financial services.

3. Mobile Banking in India: Features, Benefits and Challenges

Study the major features of mobile banking applications and discuss their benefits, limitations and security concerns. Examples such as YONO SBI or ICICI iMobile may be used.

Module 2 – Digital Payment Systems

4. UPI and the Transformation of Digital Payments in India

Explain the working of UPI and discuss its advantages, limitations, security concerns and impact on consumers and businesses.

5. NEFT, RTGS, IMPS and UPI – A Comparative Study

Compare these digital payment systems on the basis of transaction speed, availability, purpose, transaction characteristics and customer usage.

6. KYC and e-KYC in Digital Financial Services

Explain KYC and e-KYC, their importance, digital verification process, benefits and consequences of inadequate KYC compliance.

Module 3 – Online Insurance Services

7. Online Insurance Aggregators and Digital Insurance Services

Explain how online insurance platforms/aggregators help customers compare, select and purchase insurance policies. Use examples such as Policybazaar or Coverfox.

8. Digital Insurance Customer Journey: Onboarding to Claim Settlement

Explain the complete digital customer journey:

Onboarding → KYC → Policy Purchase → Servicing → Claim → Renewal

Discuss the benefits and challenges at each stage.

Module 4 – Cybersecurity and Risk in Digital Finance

9. Cyber Threats and Digital Fraud in Banking and Insurance

Explain phishing, vishing, malware, ransomware and account takeover. Discuss their impact on customers and financial institutions.

10. Cybersecurity and Customer Protection in Digital Financial Services

Explain encryption, multi-factor authentication, firewalls and other security measures. Discuss how banks and insurance companies can protect customers from cyber risks.

Instructions for Part A – Home Assignment

1. Students must select **ANY TWO topics** from the above list.
2. Each selected topic carries **5 marks**. Total = **10 marks**.
3. Both assignments must be **handwritten**.
4. Suggested length: **4–6 handwritten pages(A4 size paper) per topic**, excluding the cover page and references.
5. Students should write in their **own words**.
6. Students may refer to textbooks, RBI/IRDAI resources, official bank/insurance websites, newspapers and other reliable sources.
7. Wherever appropriate, students should include:
    - Examples
    - Tables
    - Flowcharts
    - Diagrams
    - Screenshots
    - Case examples
8. Students should not merely reproduce information collected from the internet.
9. The assignment should demonstrate **understanding, application and analysis**.
10. Page numbers should be clearly mentioned.
11. Students must provide references/sources at the end of each topic or at the end of the complete assignment.

Format for Assignment Topic

1. Introduction

Briefly introduce the topic and explain its importance.

2. Main Content

Explain the relevant concepts, processes and features.

3. Practical Examples

Use examples from Indian banking, digital payments or insurance.

4. Advantages and Challenges

Discuss both positive and negative aspects.

5. Analysis / Findings

Write what you have understood from the topic.

6. Conclusion

Summarise the key learning.

7. References

Mention the sources consulted.

PART B – CASE STUDY

10 Marks

Student Task

Students must select **ANY TWO case studies** from the following list.

Each case study carries 5 marks.

Students must read the selected case carefully and answer the questions provided.

CASE STUDY 1 – UPI PAYMENT FRAUD

Situation

Aarav purchases a product online and makes a UPI payment of ₹12,000 by scanning a QR code. His bank account is debited, but the seller claims that the payment has not been received.

The seller then sends Aarav a message saying that the amount can be refunded if he clicks on a link and enters his UPI PIN and OTP.

Aarav is unsure whether he should follow the instructions.

Questions

1. Identify the digital payment technologies involved.
2. What are the warning signs that this could be a fraudulent activity?
3. Why should Aarav never share his UPI PIN or OTP?
4. What immediate steps should Aarav take?
5. Suggest three precautions to prevent UPI-related fraud.

CASE STUDY 2 – PHISHING ATTACK ON A BANK CUSTOMER

Situation

Sneha receives an SMS claiming to be from her bank. The message states that her account will be blocked unless she completes KYC immediately. A link is provided.

She clicks on the link and enters her banking details and OTP. Soon after, she notices unauthorised transactions in her account.

Questions

1. Identify the type of cyber fraud involved.
2. Explain how phishing occurred in this case.
3. What mistakes did Sneha make?
4. What immediate steps should she take?
5. Suggest measures that banks and customers can adopt to prevent such fraud.

CASE STUDY 3 – DIGITAL BANKING FOR A FIRST-TIME USER

Situation

Mr. Patil has always visited his bank branch for transactions. His son encourages him to use mobile banking for fund transfers, bill payments and balance enquiries.

Mr. Patil is worried about security and is afraid that he may make a mistake while using the application.

Questions

1. Explain the benefits of mobile banking for Mr. Patil.
2. What challenges might a first-time digital banking user face?
3. What security features should a mobile banking app provide?
4. How can banks encourage customers to adopt digital banking safely?
5. Do you think digital banking can completely replace branch banking? Give reasons.

CASE STUDY 4 – KYC COMPLIANCE FAILURE

Situation

A digital wallet company wants to increase its customer base quickly. Some employees fail to properly verify customer documents during onboarding.

Several accounts are opened using incomplete or incorrect information. Later, some accounts are found to be connected with suspicious transactions.

Questions

1. What is KYC and why is it important?
2. Differentiate between KYC and e-KYC.
3. What problems can arise from inadequate KYC?
4. How can digital verification improve customer onboarding?
5. Suggest measures the company should adopt to strengthen KYC compliance.

CASE STUDY 5 – ONLINE INSURANCE PURCHASE

Situation

Riya wants to purchase health insurance. She visits an online insurance aggregator and compares policies from different insurance companies.

She compares premiums, coverage, exclusions and benefits before selecting a policy. She completes online KYC and pays the premium digitally.

Questions

1. Explain the role of an online insurance aggregator.
2. What are the advantages of comparing policies online?
3. Why is KYC important in online insurance?
4. Identify three risks Riya should consider before purchasing a policy online.
5. Explain how digital technology has improved the insurance customer experience.

CASE STUDY 6 – DIGITAL INSURANCE CLAIM

Situation

Neha purchases health insurance online. Later, she is hospitalised and needs to make a claim.

Instead of visiting the insurance office, she uploads the required documents through the insurer's online portal. She receives notifications about the claim status and is able to track its progress digitally.

Questions

1. Explain the digital insurance claim process.

2. What are the benefits of online document submission?
3. How does digital claim tracking improve customer service?
4. What problems might customers face while submitting digital claims?
5. Suggest ways insurers can improve the digital claims experience.

CASE STUDY 7 – AI CHATBOT IN INSURANCE

Situation

An insurance company introduces an AI-powered chatbot to handle customer queries.

Customers can ask about policy details, premium payments, renewal dates and basic claim procedures. The chatbot operates 24 hours a day.

However, some customers complain that the chatbot cannot understand complicated queries and they want to speak with a human representative.

Questions

1. Explain the role of AI chatbots in insurance services.
2. What are the advantages of chatbots?
3. What are their limitations?
4. Which types of queries should be handled by human employees?
5. How can the company maintain customer trust while using AI?

CASE STUDY 8 – DIGITAL PAYMENT AND CUSTOMER PROTECTION

Situation

A customer makes a contactless payment at a retail store. The transaction appears unsuccessful, so the customer makes the payment again.

Later, the customer discovers that the amount was actually deducted twice from the bank account.

The customer is unsure how to report the problem or seek a refund.

Questions

1. Explain how contactless payments work.
2. What could cause the duplicate transaction?
3. What steps should the customer take?

4. Why is grievance redressal important in digital financial services?
5. What measures can banks take to reduce such complaints?

CASE STUDY 9 – SECURING A MOBILE BANKING APPLICATION

Situation

A bank introduces a new mobile banking application that allows customers to transfer money, pay bills and access account information.

The bank wants the application to be highly secure because customers are increasingly concerned about cyber fraud and unauthorised transactions.

Questions

1. Explain the importance of encryption in mobile banking.
2. How does multi-factor authentication improve security?
3. What is the role of firewalls?
4. Identify other cyber threats that the bank should consider.
5. Suggest five security measures the bank should implement.

CASE STUDY 10 – FINTECH INTEGRATION THROUGH APIs

Situation

A FinTech company wants to develop an application that allows customers to access multiple financial services.

The company plans to connect with banks and insurance providers using APIs. The management wants to ensure that customer information and transactions remain secure.

Questions

1. What are APIs and why are they useful to FinTech companies?
2. How can APIs connect banks with third-party services?
3. What cybersecurity risks may arise from such integration?
4. What KYC and customer-protection measures should be implemented?
5. Suggest five measures to make the platform secure and trustworthy.

Instructions for Part B – Home Case Study

1. Students must select **ANY TWO case studies** from the above list.
2. Each selected case study carries **5 marks**. Total = **10 marks**.
3. The case studies must be completed **individually at home**.
4. Both case studies must be **handwritten**.
5. Suggested length: **3–4 handwritten pages per case study**, excluding the cover page.
6. Students must answer **all five questions** for each selected case.
7. Students should not merely reproduce textbook definitions.
8. Answers must demonstrate the **application of concepts to the situation given in the case**.
9. Students should explain the problem, analyse the situation and provide practical solutions.
10. Relevant diagrams, flowcharts and tables may be used.
11. Students may consult reliable sources, but answers must be written in their **own words**.
12. Students must not submit identical answers copied from classmates or online sources.
13. A brief conclusion should be provided after each case study.

Suggested Case Study Answer Structure

Students may use the following approach:

1. Understanding the Case

Briefly explain what happened.

2. Identification of the Problem

Clearly state the major issue in the case.

3. Relevant Concepts

Identify the concepts from the syllabus that apply to the situation.

4. Analysis

Explain how those concepts relate to the case.

5. Solutions / Recommendations

Suggest practical measures to resolve or prevent the problem.

6. Conclusion

State the main learning from the case.