



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2025 SEMESTER**

COURSE CODE : EIB12003
COURSE NAME : INTRODUCTION TO FINANCIAL TECHNOLOGY
PROGRAMME NAME : BACHELOR IN FINANCIAL TECHNOLOGY WITH HONOURS
DATE : 3 JULY 2025
TIME : 2.00 PM – 5.00 PM
DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **SEVEN (7) Questions**.
4. Answer **ALL** questions.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. This question paper must not be removed from the examination hall.

THERE ARE THREE (3) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Financial Technology (Fintech) refers to the application of innovative technologies to products and services in the financial industry. This broad term encompasses a wide array of technological advancements in financial services. List at least 4 (four) segments of fintech that is in the industry currently. Provide example of companies that apply fintech in their operations.

(10 marks)

Question 2

A significant milestone in digital banking came about in 1994. The digitalization aims to improve efficiency, enhance customer experience, create new business models, and ultimately disrupt traditional financial practices. Explain the benefit of digitalization in the banking sector.

(10 marks)

Question 3

Alternative financing is non-traditional methods of raising funds that includes crowdfunding, Peer 2 Peer lending, and microfinance. This used for startups, creative projects, and social causes. Explain risks and benefits of alternative financing for borrower and investor.

(12 marks)

Question 4

Cryptocurrency is a digital or virtual currency secured by embedded cryptography and operates on blockchain technology, offering a decentralized and transparent system for transactions. Blockchain is a distributed ledger that records all transactions on a network of computers. Discuss the benefits of Blockchain technology to trade cryptocurrencies,

(12 marks)

Question 5

The payments industry has undergone significant transformation due to technological advancements with digital and contactless methods gaining prominence. The mobile money and digital financial services, including mobile payments and digital wallets, are experiencing significant growth recently. Discuss the challenges in digital payments system.

(12 marks)

Question 6

Insurtech refers to the application of technology to revolutionize the insurance industry, aiming to improve efficiency, customer experience, and the development of new products. It encompasses a range of innovations, including AI, data analytics, blockchain, and IoT, to automate processes, personalize insurance offerings, and enhance the overall insurance ecosystem.

(a) Explain two (2) key Insurtech technologies (8 marks)

(b) Justify benefits of Insurtech for users and organization (12 marks)

Question 7

Fintech regulation is rules and guidelines governing fintech activities. These regulations aim to protect consumers, ensure the safety and stability of the financial system, and prevent financial crimes that cover a wide range of topics, including data privacy, cybersecurity, anti-money laundering, and consumer protection.

(a) Malaysia's fintech ecosystem is governed by several regulatory bodies. Discuss the roles of key regulatory bodies in Malaysia (12 marks)

(b) Explain the regulatory challenges faced by fintech companies and how RegTech provides solutions (12 marks)

END OF EXAMINATION PAPER