

2010

INSURANCE MARKETING

FIFTH PAPER

Full Marks : 100

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Answer any five from the following : 5×5=25

- (a) What are the basic variables for classifying services?
- (b) What are the major segmentation variables for the consumer market?
- (c) Name five criteria that consumers use while investing in insurance companies.
- (d) What do you understand by general insurance business?
- (e) What is the role of word-of-mouth communication in the promotion of insurance services?

- (f) Write about five benefits of online marketing.
- (g) How can an insurance provider make its Web site effective?

2. Answer any *three* from the following : $10 \times 3 = 30$

- (a) Describe the factors that affect the process design for delivery of insurance products.
- (b) What is the role of distribution channels? Distinguish between direct and indirect distribution.
- (c) Elaborate on the themes used by insurance companies for positioning.
- (d) Discuss how the marketing strategies differ for different stages in the product life cycle.
- (e) Discuss about the four basic approaches used for target marketing.

3. Answer any *three* from the following : $15 \times 3 = 45$

- (a) "Effective marketing research can be divided into six steps." Elaborate.
- (b) What are the benefits of service blueprinting? Discuss the steps involved in insurance blueprinting.

- (c) Elaborate on the new service development process.
- (d) What do you understand by the marketing environment? Discuss two most important macro-environment forces that most effect insurance service providers.
- (e) Discuss the 7Ps of marketing as applicable to insurance companies. Do the 7Ps have equal importance for providing insurance service?
