

NATIONAL LAW UNIVERSITY, JODHPUR

(School of Insurance Studies)

End Term Examination: Jan-May 2024

Semester: MBA (Insurance) IV

Sub: Servicing & Marketing Channels in Insurance Industry

Duration: 3 Hrs

Marks: 100

Instructions:

1. Attempt any 5 (five) questions
2. All questions carry equal marks.

Question # 01

- (a) Service marketing differs from Product marketing. Define both the marketing & draw a comparative chart.
- (b) "A product life cycle is the total amount of time that a product is available to its consumers" in the light of the above explain the various stages of Product life cycle?

Question # 02

- (a) "Consumer behaviour & marketing strategy go hand in hand". Define consumer behaviour & how does it impacts an organisation?
- (b) What do you mean by Social Responsibility? Elucidate the advantages & disadvantages of social responsibility?

Question # 03

- (a) What are Organisational Ethics? Why are organisational ethics important for business owners?
- (b) There are certain tips which helps to create effective service marketing strategy for any campaign, elaborate these tips.

Question # 04

- (a) Business environment is broadly divided into two types:- (i) Internal Environment & (ii) External Environment. Describe various factors which influences internal environment?
- (b) What is Service Quality? Explain various methods of ensuring high service quality?

Question # 05

- (a) "Customer service team of an organisation should be trained in such an efficient way so as to handle common customer complaints to resolve the issues quickly and effectively". In the light of the above, elaborate various steps for handling customer complaints?
- (b) Who is an Insurance Broker? How many kinds of Insurance Brokers are there? Elaborate the advantages & disadvantages of an Insurance Broker?

Question # 06

- (a) Banking platforms are being used for soliciting Insurance Policies, What this arrangement is called? Describe the advantages of this platform to its stakeholders?
- (b) "People" is among one of the 7 P's of service marketing. Elucidate how this 'P' helps in marketing strategy?
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