

NATIONAL LAW UNIVERSITY, JODHPUR

End Term Examination August-December, 2025

MBA Insurance I Semester

Subject: Principles of Management

Time: Three Hours

Max. Marks: 100

Instructions:

1. Attempt any five questions.
2. All questions carry equal marks.

Q1). Please read the following case and answer the question given below:

Titan Insurance Ltd. (TIL) is a mid-sized general insurer headquartered in Pune, India. Founded in the mid-1990s, Titan built a strong reputation in motor, health, and small-business insurance, serving primarily middle-class consumers in Tier-2 and Tier-3 cities. Its affordable premiums and efficient claim settlement earned widespread trust. However, the Indian insurance landscape is transforming rapidly. In the past five years, Titan's market share has dropped from 8% to 4%, driven by its slow adoption of digital technologies and data-driven underwriting. The rise of tech-based startups, government digital initiatives, and evolving customer expectations for personalized, instant policies have reshaped the market. Competitors have capitalized through AI-based underwriting, app-based claim processing, and dynamic pricing. Titan, meanwhile, struggles with legacy IT systems, limited analytics capabilities, and only ₹500 crore in free capital for innovation. A recent market study projected that by 2030, over 40% of new insurance policies in India will be sold via digital channels. To remain relevant, Titan plans to launch "TIL SmartProtect," a fully digital insurance platform within 24 months.

Please help Titan plan the launch of "TIL SmartProtect", explaining in detail all the steps in planning.

(20 Marks)

Q2). An insurance company plans to implement a system for effective management control. How can the company design and use this system to monitor claim processing, employee performance, and customer satisfaction? (20 Marks)

Q3) Taking the example of a company operating in Insurance Sector of India, explain *departmentation by customer groups*. What are the advantages and disadvantages of this type of departmentation. (20 Marks)



Q4) With the help of a suitable example, explain similarities and differences between Maslow's hierarchy of needs theory and Alderfer's ERG theory. (20 Marks)

Q5) Deliberate on the importance of Fiedler's Contingency Approach to Leadership. (20 Marks)

Q6) Write short notes on:

- a) Evolution of Management Thought
- b) Rational Decision-Making Process

(10+10=20 Marks)