

= 5 MAY 2023

NATIONAL LAW UNIVERSITY, JODHPUR  
End Term Examination - 2023  
Semester: MBA(Insurance)-IVth  
Subject: Servicing & Marketing in Insurance Industry

**Time: Three Hours**

**Marks: 100**

*Instructions:*

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

Q1. "Marketing knowledge is complex. It is the responsibility of marketing distribution channel to develop expertise and to provide customer with product knowledge. Channel member should be in a position to advise the prospect as to what is the best choice for him in the given circumstance. They need to have comprehensive knowledge about the product and the market". Explain.

(Marks 20)

Q2. "Elaborate about insurance marketing mix. Why they are important for marketing success of any company". Comment.

(Marks 20)

Q3. "Explain about direct marketing. Why it is considered as a challenge". Comment.

(Marks 20)

Q4. Understanding customer dissonance psychology is a major issue before insurance companies. Explain.

(Marks 20)

Q5. Explain about the customer relationship strategy for each customer segment in marketing?

(Marks 20)

Q6. What are the major steps involved in the marketing of insurance business? Explain.

(Marks 20)

Q7. Write short notes:

(Marks 20)

- a) Consumer Behaviour
- b) Product Life Cycle
- c) Insurance Product in Rural Market
- d) Need of Intermediaries in Insurance
- e) Marketing Strategy

NATIONAL LAW UNIVERSITY, JODHPUR  
Re Mid Term Examination-Semester: MBA (Insurance)-IVth  
Subject: Servicing & Marketing Channels of Insurance Industry

**Instructions:**

- a.) Attempt any five question.
- b.) Write your Name, Roll No, Semester & Subject

Time:90Minutes

Marks:50

- Q1. "What is the difference between product marketing and service marketing? Why service marketing is so important in the contemporary business world. Comment. (Marks 10)
- Q2. What are the tools of insurance marketing? Why it is important? (Marks 10)
- Q3. Explain 7Ps of marketing? How it can play indispensable role in business promotion? (Marks 10)
- Q4. What are the characteristics of service marketing? Comment. (Marks 10)
- Q5. What role intangibility plays in insurance selling? How they have contributed in the development of marketing? (Marks 10).
- Q6. Write short notes on:
- a) Service Delivery
  - b) Customer Retention
  - c) Importance of Marketing
  - d) Challenges in Marketing
  - e) Trends in Insurance Marketing
- (Marks:10)

**NATIONAL LAW UNIVERSITY, JODHPUR**  
Midterm Examination-2023,  
Semester: MBA (Insurance)-IVth  
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**Instructions:**

- a.) Attempt any five question.
- b.) All questions have equal marks

Time:90Minutes

Marks:50

- Q1.“What is the difference between product marketing and service marketing? Why service marketing is so important in the contemporary business world. Comment. (Marks 10)
- Q2.Elaborate about the tools of insurance marketing? Why it is important? (Marks 10)
- Q3.Explain 7Ps of marketing? How it can play indispensable role in business promotion? (Marks 10)
- Q4.How to sell insurance product successfully? Comment. (Marks 10)
- Q5.What role intangibility plays in insurance selling? How they have contributed in the development of marketing? (Marks 10).
- Q6. Write short notes on:
- a) Service Delivery
  - b) Customer Retention
  - c) Importance of Marketing
  - d) Challenges in Marketing
  - e) Trends in Insurance Marketing
- (Marks:10)