



US – 497

VI Semester B.Com. Examination, May 2017
(Fresh) (CBCS) (2016-17 and Onwards) (Semester Scheme)
COMMERCE (Paper – 6.6 Elective Paper – IV)
Marketing of Insurance Products

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written **completely** in **English** or **Kannada**.

SECTION – A

1. Answer **any five** sub-questions. **Each** question carries **2** marks. (2×5=10)
- Define marketing.
 - Define value chain analysis.
 - What is branding ?
 - What is white labeling ?
 - What do you mean by the term insurer and insured ?
 - What is E-marketing ?
 - What do you mean by marketing mix ?



SECTION – B

- Answer **any three** of the following. **Each** question carries **6** marks. (3×6=18)
- What is the significance of public relations in insurance ?
 - Explain marketing strategy for insurance products.
 - Explain briefly the different pricing policies practised in Indian insurance industry.
 - Write a note on CRM.
 - Distinguish between value chain analysis and supply chain analysis.

SECTION – C

- Answer **any three** of the following. **Each** question carries **14** marks. (3×14=42)
- Explain marketing communication portfolio for insurance products and services.
 - Explain briefly the different channels of distribution of insurance products and services.
 - Explain marketing segmentation of existing and prospective customers for insurance products and services.
 - Explain the importance of branding for insurance products. How to create brand awareness for insurance products ?
 - Explain marketing mix for insurance products.

P.T.O.