

This question paper contains 1 printed pages]

**CV—374—2018**

**FACULTY OF COMMERCE**

**B.Com. (Fifth Semester) EXAMINATION**

**OCTOBER/NOVEMBER, 2018**

**(CGPA Pattern)**

**BANKING AND INSURANCE**

**Paper-X**

**(Career Avenues in Banking and Insurance-I)**

**(Monday, 22-10-2018)**

**Time : 10.00 a.m. to 12.00 noon**

*Time—2 Hours*

*Maximum Marks—40*

*N.B. :— (i) All questions are compulsory.*

*(ii) All questions carry equal marks.*

1. What are the insurance intermediaries ? Explain their duties. 10
2. What are the traditional channels of distribution of insurance product. 10

*Or*

Explain the stages of new product development.

3. Write a short note on the concept of insurance marketing. 10

*Or*

Write a short note on insurance pricing. Explain the types of rating in detail.

4. Write short notes on (any two) : 10

- (a) Bancassurance
- (b) Broker
- (c) Product design
- (d) Class rating.

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