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CV—317—2018

FACULTY OF COMMERCE

B.Com. (Fifth Semester) EXAMINATION

OCTOBER/NOVEMBER, 2018

(CBCS Pattern)

BANKING AND INSURANCE

Paper-X

(Career Avenues in Insurance)

(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. Explain in detail the fundamentals of insurance pricing. 10

Or

What are the critical success factors for Insurance players ?

2. How to find out different needs of customers regarding general insurance ? 10

Or

What do you mean by product development ? Explain the process of product development.

3. Explain the distribution channels for insurance product. 10

Or

Write a detailed note on marketing insurance product.

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

(i) Surveyors

(ii) Non-life insurance

(iii) Marketing strategies

(iv) Agents.

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