

This question paper contains 2 printed pages]

**NA—160—2022**

**FACULTY OF COMMERCE**

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

**MAY/JUNE, 2022**

**(Old Course)**

**BANKING AND INSURANCE**

**Paper (UGCVC-BI-X)-XXVII-G**

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

**(Friday, 17-6-2022)**

**Time : 10.00 a.m. to 12.30 p.m.**

*Time— 2½ Hours*

*Maximum Marks—40*

*N.B. :— (i) Attempt All questions.*

*(ii) All questions carry equal marks.*

1. Why General Insurance is considered as important ? Explain. 10

*Or*

Who is Consumer ? Explain the most common types of customer needs.

2. Explain the economic background of the customers that every businessman should know ? 10

*Or*

What is product ? Explain the different stages in the product development process.

3. What is Rate Making ? Explain Schedule Rating and Judgement Rating. 10

*Or*

What is Marketing of Insurance Product ? Explain in detail various types of distribution channels.

**P.T.O.**

4. Describe in brief critical success factors for insurance players. 10

*Or*

Write short notes on (any *two*) :

- (i) Insurance pricing
- (ii) Need for life insurance
- (iii) Rating in life insurance.