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**LA—129—2023**

**FACULTY OF COMMERCE**

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

**NOVEMBER/DECEMBER, 2023**

**(Old Pattern)**

**CAREER AVENUES IN INSURANCE-I**

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

**(Thursday, 14-12-2023)**

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

*Time—2 Hours*

*Maximum Marks—40*

*N.B. :—* (1) *All questions are compulsory.*

(2) *Figures to the right indicate full marks.*

1. What is customer ? Explain different cultures regarding customers. 10

*Or*

Explain the concept of insurance and state different needs regarding life insurance.

2. What is a product ? Explain the stages in the product development process. 10

*Or*

What are the major concerns in Indian insurance industry in India ?

3. What is insurance pricing ? Explain its objectives in detail. 10

*Or*

Discuss in brief the critical success factors for insurance players.

P.T.O.

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4. Write short notes on the following (any *two*) :

10

- (a) Surveyors and loss assessors
- (b) Insurance intermediaries
- (c) Economic background of the customers
- (d) Distribution channels.

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