

FELLOWSHIP EXAMINATION
MARKETING AND PUBLIC RELATIONS

Time: 3 Hours]

[Total Marks : 100

Answer any **FIVE** questions only.
 All questions carry 20 marks each.

(Note : Answer to questions pertaining to the Insurance Industry may be given with reference to either Life or General Insurance Industry).

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| 1. a) In the context of public relations, who are the publics? | 5 |
| b) Why is PR every manager's function? | 5 |
| c) How is PR different from advertising? | 10 |
| 2. Write short notes on the following :- | 5 each |
| a) Strokes | |
| b) Flexible Options | |
| c) Inseparability | |
| d) Reference Groups | |
| 3. a) Which of the following are 'key' activities, which are 'revenue earning' activities, which are neither; and which are both. | 10 |
| i) Underwriting | |
| ii) Claim Settlement | |
| iii) Actuarial Valuation | |
| iv) Investment | |
| v) Recruitment of agents | |
| vi) Data processing | |
| vii) Customer relations | |
| viii) Submitting reports to IRDA | |
| ix) Premium accounting | |
| x) Appraisal of Staff. | |
| b) Out of the 7 P's of the Marketing Mix, state which P is relevant for the following activities. | 10 |
| i) Car dealers offering free insurance for one year for new purchases. | |
| ii) Cement company offering to inspect and report on structural deficiencies of housing societies. | |

- iii) Hospital offering to pick up patients from home in ambulances fitted with equipment and doctors.
 - iv) Retail store offering '20% off' on purchases between 12 noon and 3 pm.
 - v) Developers showing fully furnished sample flats on new constructions.
 - vi) Airline employee offering to collect baggage of incoming passengers and escort them to their cars.
 - vii) Soft music being played in restaurants.
 - viii) Bank manager opening additional counter for collections when queues become longer.
 - ix) An elderly person in a queue, being escorted inside and attended to separately
 - x) Introduction of Interactive Voice Response System to attend to enquiries.
4. Discuss the validity of the following statements 10 each
- i) Quality has to be managed by 'those out there at the front'.
 - ii) Corporate bodies, as customers, are different from individuals.
5. What is the purpose of the following activities ? 5 each
- i) Holding customer meets
 - ii) Ignoring 'Cash Cows'
 - iii) Lead more and manage less
 - iv) Using banks as intermediaries.
6. a) A broker suggests that the premium rates for a life insurance policy on the life of the CEO of a company be reduced marginally, as he is giving the sister company a premium income of nearly Rs. 10 crores per annum. What are the relevant considerations to accept or reject this suggestion? 10 each
- b) If you are the manager of an insurance company, what procedure will you lay down with regards to the processing of complaints?
7. a) What will you say to an audience of college students in the final year of graduation, to persuade them to become insurance agents? 10 each
- b) What is the role of surveyors in general insurance?

8. a) Explain the four strategies based on market and product development.
- b) Which of these four strategies would you describe the following activities?
- Development of Bimagrams - complete coverage of selective villages.
 - A new group insurance plan introduced for the benefit of mutual fund unit holders, who had no such cover till now.
 - A new insurance plan introduced for children, giving cover from a lower age than before.
 - A campaign to appoint 150 agents in a district where the potential is seen to be high.

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