

MAY, 2008

FC-88

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. | Write short notes (about 50 words) on the following : | Marks
5 each |
| | a) Importance of insurance industry. | |
| | b) Product life cycle. | |
| | c) Complaints. | |
| | d) WOW | |
| 2. | a) Identify the different customers of an insurance company. | 5 |
| | b) What are their needs? | 5 |
| | c) To what extent, will CRM be relevant in all these cases? | 10 |
| 3. | a) Mention three arguments points in favour and three against companies paying attention to socially relevant matters. | 8 |
| | b) Explain, with examples, how product differentiation happens in | 12 |
| | i) insurance industry and | |
| | ii) any other business | |
| 4. | Explain the concepts of (i) Perishability and (ii) Inseparability with reference to - | 20 |
| | a) Drama | |
| | b) Security agency | |
| | c) Book store | |
| | d) Fire insurance | |
| 5. | "The aim of marketing is to make selling superfluous" – Peter Drucker. Discuss this statement by clearly bringing out the difference between Marketing & selling with reference to relevant criteria such as Focus, Attitude etc. | 20 |

6. People are the most critical resources in any organization. Elaborate this statement by discussing some of the axioms underlying this statement. 20

7. a) "Customer delight depends upon the quality of service." Explain the statement. 10
 b) "One has to manage five critical gaps affecting the quality of service." Make critical comments on this statement. 10

8. What is the difference between Advertisement and publicity? Describe various tools of publicity with special reference to Insurance Marketing. 20

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