

MAY, 2007

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) Out of the 7 p's (Product, Price, Promotion, Place, People, Process and Physical factors) of the Marketing Mix, state which one (choose only one) is relevant for the following : | 10 |
| | i) Home delivery by the retail shop | |
| | ii) Recorded automated replies to enquiries in railway stations | |
| | iii) Hospitals providing no-cash facilities for those with medical insurance | |
| | iv) Tourists to Nepal being given free cash vouchers for playing in casinos | |
| | v) Bank arranging to collect deposits from homes of account holders | |
| | vi) Air tickets can be down loaded at home through internet | |
| | vii) Kiosks at public places to find train reservation status | |
| | viii) Free accident cover to credit card holders | |
| | ix) Magazines providing concessions and gifts for new subscribers | |
| | x) Hospital offering yoga and nutrition classes | |
| | b) State at least ten steps that a middle manager can take to ensure better quality of service . | 10 |
| 2. | Write short notes on the following | 5 each |
| | a) CRM | |
| | b) Full Nest I | |
| | c) Costs of Quality | |
| | d) Halo Effect | |
| 3. | a) With reference to any two of the following services, state how, in your experience, product differentiation is maintained ? | 10 each |
| | (i) bank (ii) cinema theatre (iii) courier (iv) grocery store | |
| | (v) restaurant. | |

- b) Distinguish between
 - i) Spirituality and Religiosity
 - ii) Product breadth and depth

- 4. a) How can a manager use the concept of Moment of Truth? 5
- b) Why is it said that Perception is not an explicit process? 5
- c) State the main points in the IRDA's regulations on advertisement 10

- 5. a) If a new insurance product is launched to indemnify users of credit cards against the risk of theft and subsequent misuse. 10 each
 - i) what would be the target market and
 - ii) what control would you exercise to prevent false claims?
- b) Why is it recommended that Customers be kept out? Give examples.

- 6. Justify the reasons for the following statements 20
 - a) Measurement of services would seem to be impossible.
 - b) Monitoring of customers' expectations must be done by people sensitive to both explicit and implicit messages.
 - c) Negative strokes are preferred to absence-of strokes.
 - d) Richness of advertisements increases considerably through the Internet.

- 7. a) State at least five criteria to determine ethical significance of organizational activities. 10 each
- b) How does product obsolescence occur? Give examples from insurance and from other products.

- 8. a) Discuss the developments happening in the rural areas and the effect of these changes on the potential for insurance (life or general). 10 each
- b) Describe the distribution channels used by your organisation and discuss their effectiveness.

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