

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. Identify the different customers and their needs, of the following services. | 20 |
| a) A daily newspaper dealing with the capital market. | |
| b) A taxi company with a fleet of 100 motor cars. | |
| c) A FM radio channel. | |
| d) An expert in designing landscapes for townships. | |
| 2. a) What are the various ways of segmentation? | 8 |
| b) Which of these would be useful for life insurance? | 12 |
| 3. a) It has been emphasized that it is important to build relationships. Who are the persons with whom (i) the Branch Manager of a life insurance company and (ii) an agent must build relationships. Give reasons. | 10 each |
| b) How can 'Ease of Access' be improved by a life insurer. | |
| 4. Who is the 'Marketeer' and who is the 'Customer' in the following cases? If there is more than one customer or marketeer, say so. Give reasons. | 5 each |
| a) Laptops being supplied free to all students by a management institute. | |
| b) Books being displayed in the foyer when a professional conference is going on. | |
| c) A product being advertised in the course of a cinema, when the product or its name is prominently displayed in several scenes. | |
| d) Books being purchased centrally by the Head Office on request from its subordinate offices. | |
| 5. a) State whether the following statements are true or false. Give reasons. | 10 |
| i) A customer charter is a demand made by a customer on a producer of services. | |
| ii) Every complainant expects to get an acknowledgement in writing. | |

- iii) Rating marked on a printed feedback form provide the most reliable feedback.
- iv) WOW experiences will happen every time the same service is rendered.
- v) All claimants in life insurance are in tragic circumstances.
- b) State five significant changes in the characteristics of the rural market that would affect the potential for life insurance in the rural areas. 10
6. How can the following persons in an insurance office contribute to quality of service? 5 each
- Training manager in Head Office.
 - Receptionist in the Branch office.
 - Public Relations Officer in the Head office.
 - Marketing Manager in Branch Office.
7. a) What is the significance of a 'Problem Child'? 5
- b) How important is 'Place' important in life insurance. 5
- c) Why is it said that 'People are more first than customers'? 10
8. a) What is the difference between 'Product Image' and 'Positioning'? 5 each
- b) What is the importance of 'Product Image'?
- c) What is the popular image of Life Insurance?
- d) If the image is as you have suggested above, what is the competition for life insurance?

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