



US – 497

**VI Semester B.Com. Examination, May 2017
(Fresh) (CBCS) (2016-17 and Onwards) (Semester Scheme)
COMMERCE (Paper – 6.6 Elective Paper – IV)
Marketing of Insurance Products**

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written completely in English or Kannada.

SECTION – A

1. Answer **any five** sub-questions. **Each** question carries **2** marks. **(2×5=10)**
- a) Define marketing.
 - b) Define value chain analysis.
 - c) What is branding ?
 - d) What is white labeling ?
 - e) What do you mean by the term insurer and insured ?
 - f) What is E-marketing ?
 - g) What do you mean by marketing mix ?

SECTION – B

- Answer **any three** of the following. **Each** question carries **6** marks. **(3×6=18)**
2. What is the significance of public relations in insurance ?
 3. Explain marketing strategy for insurance products.
 4. Explain briefly the different pricing policies practised in Indian insurance industry.
 5. Write a note on CRM.
 6. Distinguish between value chain analysis and supply chain analysis.

SECTION – C

- Answer **any three** of the following. **Each** question carries **14** marks. **(3×14=42)**
7. Explain marketing communication portfolio for insurance products and services.
 8. Explain briefly the different channels of distribution of insurance products and services.
 9. Explain marketing segmentation of existing and prospective customers for insurance products and services.
 10. Explain the importance of branding for insurance products. How to create brand awareness for insurance products ?
 11. Explain marketing mix for insurance products.

P.T.O.

