



SM – 505

**VI Semester B.Com. Examination, May/June 2018
(CBCS) (Fresh + Repeaters)
(2016 – 17 & Onwards)**

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. **(5×2=10)**
- Define marketing.
 - What is product life cycle ?
 - What is white labelling ?
 - Give the meaning of bank assurance.
 - What is branding ?
 - What is relationship marketing ?
 - What is supply chain analysis ?

SECTION – B

Answer **any three** of the following. **Each** question carries **6** marks. **(3×6=18)**

- Explain different pricing methods practised in Indian Insurance Sector.
- Explain different tools used for sales promotion of insurance products.
- What is the significance of public relations in insurance marketing ?
- Explain the importance of branding for insurance products.
- Explain marketing communication portfolio for insurance products and services.

P.T.O.



SECTION - C

Answer **any three** of the following. **Each** question carries **14** marks. **(3×14=42)**

7. Explain various "channels of distribution" used for Marketing of Insurance Products.
8. What is value chain analysis ? Explain its advantages and disadvantages.
9. What is market segmentation ? Explain the significance of market segmentation in Insurance Industry.
10. Explain in detail, 'Marketing Mix' strategy for insurance products.
11. Explain the competitions and its regulations pertaining towards Indian Insurance Industry.

ಕನ್ನಡ ಆವೃತ್ತಿ

ವಿಭಾಗ - ಎ

1. ಯಾವುದಾದರೂ ಐದು ಉಪ-ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿ ಪ್ರಶ್ನೆಗೆ ಎರಡು ಅಂಕಗಳು. **(5×2=10)**
 - a) ಮಾರಾಟ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ.
 - b) ಸರಕು ಜೀವಿತ ಚಕ್ರ ಎಂದರೇನು ?
 - c) ವೈಟ್ ಲೇಬಲಿಂಗ್ ಎಂದರೇನು ?
 - d) ಬ್ಯಾಂಕ್ ಆಶ್ಕರೆನ್ಸ್ ಎಂದರೇನು ?
 - e) 'ಸರಕು ಮುದ್ರೆ' ಎಂದರೇನು ?
 - f) 'ಬಾಂಧವ್ಯ ಮಾರಾಟ ಪ್ರಕ್ರಿಯೆ' ಎಂದರೇನು ?
 - g) ವಿತರಣಾ ಸರಪಳಿಯ ವಿಶ್ಲೇಷಣೆ ಎಂದರೇನು ?