

Programme: PGDM & PGDM (IB), 2020-22
Digital Insurance
DM-461 & IB-461
Trimester – IV, End-Term Examination: September 2021

Time allowed: 2 Hrs 30 Min

Roll No: _____

Max Marks: 50

Instruction: Students are required to write Roll No on every page of the Answer Sheet. All other instructions on the question paper / notifications should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Total Marks
A	3 question with internal choices	3*10	30
B	Compulsory Case Study with 2 questions	2*10	20
			50

SECTION-A

Attempt any three questions (10 marks * 3 question) = 30 Marks

1A. Explain the challenges, failure if any related to data privacy and security issues in Insurance industry. (CILO1)

OR

1B. Does satellite imaging technology help insurance? How? Give some examples.

2A. How do you foresee the digital insurance products in the new normal? What are its risks? (CILO2)

OR

2B. Consumers and Indian Govt speculate that India's electric car market does have a future for next a decade. Suppose the market brilliantly takes off, How online Insurance products can align in the space?

3A. Why are emergent technologies always vulnerable to destruction, error, and abuse in society, government, businesses and politics, even as we see excellent growth and opportunities. (CILO3)

OR

3B. What futuristic/emerging technologies, in your view, are going to give huge challenges to insurance that affects/impacts/promotes your personal space/business space/Govt/society.

Section-B

Compulsory Case Study:- (CILO3)

Attempt both questions (Each question carries 10 marks, 2 X 10 = 20 marks)

1. An online Insurance organization that conducts its business through e-commerce, offers customized personalized many other digital interfaces-enabled buying experience to their customers with attractive and responsive web page user interface. Now the company wants to collect data about customers' activities on the internet w.r.t to (1) social media data (2) web logs of customers (3) transactional data base.

Q. How innovatively insurance products can align here? (10 Marks)

2. BlazeClan Technologies was founded by 4 technocrats in 2010. BlazeClan was a cloud computing focused company offering Cloud Consulting, Migration, Bespoke application development & services for enterprises of all sizes and had operations in Singapore, India, US & Canada. Customer base included large enterprise customers in the sectors of engineering, Banking Finance Security and Insurance (BFSI), IT and Healthcare. It was also one of the largest advanced consulting partners for Amazon Web Services, the leader in cloud computing services. BlazeClan provided industry oriented strategic cloud roadmap consulting and its financial numbers stood steady in building up since its inception Since it was promised as a pay-as-you-use service, clients were hesitant to pay for the initial customization. BlazeClan participated in several customer events, webinars, and social media campaigns to ensure and educate the customer segments products. The company is now expanding its intellectual property base and also set up channels in North America and Asia Pacific Region. How embedded insurance companies can leverage a cloud platform like Blazeclan and co-create (co-opetition) insurance value?

Q. Do you sense some echoes in emerging digital insurance domains?