

**PGDM (Insurance Business) 2017-19**  
**Sales & Marketing Management**  
**INS-104**

**Trimester – I, End-Term Examination, September, 2017**

Time allowed: 2½ Hours

Max Marks: 50

Roll No: \_\_\_\_\_

**Instruction:** Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. In case of rough work please use answer sheet.

**Note :** - *Please be relevant and brief in your answers.*

- *Section C is compulsory.*

- *Do not write anything on this question paper except your roll no.*

**Section-A**

**Attempt any 3 questions . Each question carries 5 marks. (Min. words 150)**

- A-1. The ultimate purpose of the marketing is to offer customers the value for their money. Do you agree with it ? Explain.
- A-2. How changes in the technology effect the marketing strategies ? Explain with some suitable examples.
- A-3. What is positioning ? Why is it's importance in marketing of goods / services ?
- A-4. Explain in brief the BCG & Ansoff's matrices the context of marketing strategy formulation.
- A-5. Digital and Social marketing is getting strong foothold. What are the favorable factors for this change ?

**Section-B**

**Attempt any 2 questions . Each question carries 10 marks. (Min. words 250 words)**

- B-1. From insurance industry perspective evaluate Indian market using PESTLE & Porter's five factor model. What are the three most attractive proposition for a new entrant here in India.
- B-2. Why is the understanding of consumer behavior so important in marketing? How does it help in formulation of marketing strategies ? Explain with examples.
- B-3. Why is the understanding of different motivational theories important for a sales manager leading a team of sales persons ? Explain in brief the relevance of Herzberg's two factor theory in sales domain.

P.T.O.

Section-C

**Case Study**

**15 Marks**

Apna Insurance Brokers Pvt Ltd (AIBP) is a registered insurance broking company having its office in Gurugram. It is a joint venture of ABC Inc of USA which has promoters of Indian origin with insurance background and a Indian business group. Looking at the business prospect and the growing acceptance of the digital platform, AIBP has decided to operate through "only online" mode in retail line of insurance business. They have also got a web portal registered by name apnainsurance.com and are in process of rolling out their marketing plan and the launch.

You have been hired by them as a consultant for this purpose and they need your specific input in identification of relevant product line, target market and promotional launch looking at the "only online" distribution decision.

You please :

1. Identify with reasons the three product lines in retail business space which AIBP should focus on the beginning. (5)
2. Identify with reasons two specific target segment each for the three product lines chosen above (5)
3. Identify two specific digital media platform and suggest a communication mix for the launch. (5)

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