

**PGDM-IBM, 2014-16**  
**Insurance Company Operations (Life & Non-Life)**  
**INS-107**  
**Trimester – I, End-Term Examination: September 2014**

Time allowed: 2 hrs 30 min

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.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	3*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
		<b>Total Marks</b>	<b>50</b>

**Section A**

- A1. Explain the different types of financial accounting for a life insurance company.
- A2. Explain the major activities of Treasury operations department in an insurance company.
- A3. Explain the different types of financial strategies a company may adopt while investing
- A4. Explain the underwriting risk classes with examples of each risk class.
- A5. Explain the following with examples:
- a) Twisting
- b) Required Rate of Return

**Section B**

- B1. Explain the basic insurance marketing activities in details
- B2. Explain the Product Development Process in details
- B3. Explain the different types of investment risks faced by an investor. Explain each risk with examples.

### Section C

You are working for a life insurance company and this company has just entered the Indian Insurance Industry. The company wants to focus on two target groups –

a) Young people of age group 30-40

b) People of age group 45-60

For each target group:

Q1. What type of products you can suggest and why?

Q2. Which distribution channel would you adopt? Give your reasoning of adopting one distribution channel over the other.