

**PGDM (IBM), 2013-15**  
**Insurance Company Operations**  
**INS-203**

**Trimester – II, End Term Examination: December 2013**

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.

**Section A**

**Attempt any 3 out of 5 (Short Questions, 5 Marks each)**

- A1. Explain any 5 Performance Evaluation Tools used by HR department
- A2. Explain the different users of accounting information
- A3. Explain Lock-Box processing with examples
- A4. Explain Required Rate of Return (RRR) with example
- A5. Differentiate between general and separate account with examples.

**Section B**

**Attempt any 2 out of 3 Questions (Long Questions, 10 Marks Each)**

- B1. Explain basic Insurance Marketing Activities in details
- B2. Explain various distribution channels of Insurance companies in details
- B3. Explain the Life Insurance Claims process in details.

**Section C**

**Case Study (Compulsory, 15 Marks)**

After completing your professional studies in Insurance, an Insurance company has recruited you to be a part of their marketing team in their head office in Chennai. They are soon going to launch their two new products –

- A) Family Health Insurance Plan
- B) Annuity Plan.

Make the complete marketing plan for each of these two products in details as only after looking at your marketing plan, Top Management will approve /reject the plan.

Please keep in mind this is your first assignment in the company and a very rare opportunity given to the freshers.