

PGDM (Insurance Business) 2014-16
Broking and Distribution Channel Management
INS-204
Trimester – II, End-Term Examination, December , 2014

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**.

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

Section-A

There are 5 questions in this section. Attempt any 3 questions. Each question carries 5 marks. (Min. 150 words) [3x5=15]

- A-1. Describe in brief the three dominating distribution channels used in insurance sector in India with their respective contributions in new business.
- A-2. What are the salient features of the proposed draft on Insurance Marketing Firms ? Do you believe that it can help in expanding the penetration of insurance in India ?
- A-3. What is MDRT ? How does it works as a motivator for the individual agents ? Just list five different non-financial compensations / benefits which are being normally given by Insurance companies to its tied agents force in India.
- A-4. What are the important provisions of the IRDA's referral regulation in terms of eligibility, restrictions and the income possibilities ?
- A-5. What are the characteristics of a good compensation plan for sales professionals ? Explain any three.

Section-B

Answer 2 out of the 3 Questions below. Each Question carries 10 marks.

(Min. 250 words)

[2x10=20]

- B-1. What are the three important factors which have an influence on the motivation of a sales person? What should you as a manager do to help your subordinates overcome such situations ?
- B-2. What is a Corporate Agency ? What are the advantages of such arrangement ? Apart from banks which are the other corporate entities whom insurance companies target for such alliances ?
- B-3. Describe in brief the need for the sub-broking structure in insurance sector . What are the salient provision put in the IRDA's sub- Broker (draft) regulation to take care of these needs ?

P.T.O.

Section-C

Case Studies

7.5 marks each

- 1) You have been hired as a consultant by XYZ Insurance Co which wishes to introduce some micro-insurance product in metro / class 1 tier cities. Pl suggest with reasons the product range and the distribution channel which they should concentrate on looking at the existing & the proposed IRDA regulations on micro-insurance.

- 2) Mr. Ramesh Ahuja retired as Branch Manager from SBI Saharanpur Branch in June, 2014. Mr. Ahuja who was a resident of Saharnpur itself had served in the same branch for more than 30 years in different capacity , starting his career as a clerk in 1981.His only son was an officer in an Insurance company. Mr. Ahuja was always envied by his peer group as a lucky person having a relaxed retired life with no botherations. His pension was more than sufficient for the couple to live a decent life. He was a very social person and well known even in the business community. He looked young and was a seen regularly promoting the community causes.

Mr. Khemka , your Regional Manager got an opportunity to meet Mr. Ahuja in a train journey and he saw in him a potential life insurance advisor.

Now you need to met Mr. Ahuja and convince him to join ABC Life Insurance Co. as an advisor.

Briefly explain the benefits / points which you would like to put forward to Mr. Ahuja for motivating him to join your team.