

PGDM (Insurance Business) 2015-17
Broking and Distribution Channel Management
INS-204

Trimester – II, End-Term Examination, December , 2015

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 structure and contribution of different distribution channels in life and general insurance domain (separately) in insurance sector in India.
- A-2. What are the salient features of the corporate agency regulation brought in recently ? Do you believe that it can help in expanding the penetration of insurance in India ?
- A-3. What are the different non-financial compensations / incentives given to the good performing individual agents in India ? Will it not be better to increase the commission itself to motivate them ?
- A-4. What are the important provisions of the IRDA's IMF regulation in terms of eligibility, restrictions and the income provisions ?
- A-5. Explain the meaning and importance of the concept "equity" and "equality" in designing a good compensation plan for sales professionals.

Section-B

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

(Min. 250 words)

[2x10=20]

- B-1. A sales manager first has to be a true leader and motivator. Do you agree with it ? Describe in brief the applicability of two theories of motivation which relates to the sales job directly.
- B-2. Describe in brief the relevant provisions about the eligibility , capital requirement, direct marketing and group business ceiling for a broking company operating in India as per IRDA Regulations.
- B-3. What is channel conflict ? What are the different types of such conflicts ? Describe in brief the reasons and the way out to minimize such conflicts.

P.T.O.

Section-C**Case Studies****7.5 marks each**

- 1) You have been recruited by an insurance company as a manager responsible for development of the alternate channels. Your director – marketing is very bullish on the introduction of the new distribution channel of IMF and wishes you to have a very high target for this channel.

You, as an executive having knowledge of ground level reality are apprehensive of the success of the IMF model in near future.

Submit a short note to your director highlighting the five provisions of the regulations which are likely to restrict the expansion of this new channel.

- 2) Your employer a leading life insurance company has decided to have a drive of recruit more female agents for the next six months. You, as a young and dynamic front end sales manager have been made in-charge of this drive for the Noida – Greater Noida area.
- What is your take on this drive? Will it help in getting more agency & business?
 - What are the potential segment which would you be targeting for such drive?
 - What could be the innovative ideas to reach to such potential agents?
