

PGDM (Insurance Business) 2016-18
Channel Management
INS-204
Trimester – II, End-Term Examination, December , 2016

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 five attractions as to why young people should take insurance agency as a profession. Why has the number of agents declined substantially in last 5 years in India ?
- A-2. What is the revenue model proposed for web aggregator company operating in India by IRDAI ? Briefly mention some of the restrictions which could otherwise have added additional revenues.
- A-3. Present briefly a SWOT analysis of "Bancassurance" as a channel of insurance distribution. Would allowing multiple tie-up help in bringing more insurance business through banks ?
- A-4. What are the important provisions of the IRDAI's IMF regulation in terms of eligibility, restrictions and the income possibilities ?
- A-5. What are the three core functions of a distribution channel ? Illustrate these with suitable examples from distribution channel in Insurance industry.

Section-B

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

(Min. 250 words)

[2x10=20]

- B-1. Why do the front line sales staff requires regular motivation ? Describe in brief the salient features and the applicability of any two theories of motivations which are very relevant to the insurance sales professionals.
- B-2. Describe in brief the different channels operating in insurance sector in India with their respective new business contributions in life & general insurance vertical. What kind of scenario & shift you perceive in a medium term , say 5 years & why ?
- B-3. Describe in brief the evolution of Common Service Centers (CSCs) as a viable channel of distribution in insurance domain. What are the opportunities & challenges associated with this channel.

P.T.O.

Section-C

Case Studies

(7.5*2)

- 1) You have been hired as a consultant by Axis Insurance Co which plans to tap the growing opportunity in rural India in coming time. Pl suggest with reasons the three distribution channels which they should concentrate on looking at the existing & the proposed IRDAI regulations.

- 2) Mr. Rakesh Mitra , the branch manager of Axix Insurance Company received a complaint from Mr Sunil working as an agent in his company stating that his superior Mr. Ashok , Sales Manager diverted a big business to his own account though all the ground work was done by him (Mr. Sunil). The complaint letter alleged that Mr. Ashok was requested by Mr. Sunil for a joint call to convince the client which he obliged. However on further follow up it was found that Mr. Ashok himself collected the proposal / cheque few days later , keeping Mr. Sunil in dark. In his letter Mr. Sunil asked for the diversion of the business to his account and also getting detached from Mr. Ashok team.
 - a) How do you explain the situation described above in the context of channel management ? (2.5)

 - b) What would you do had you been in place of Mr. Rakesh ? (5)