

PRABODHAN EDUCATION SOCIETY'S
VIDYA PRABODHINI COLLEGE OF COMMERCE, EDUCATION,
COMPUTER AND MANAGEMENT, VIDYANAGAR, PARVARI, GOA.

F.Y.B.COM SEMESTER END EXAMINATION

APRIL 2018 (REGULAR/REPEAT)

SUB: PRACTICE OF INSURANCE (GE 2)

SEMESTER:II CLASS:F.Y.B.Com DURATION:2 Hours MAX. MARKS: 80

Instructions:

- i. All questions are compulsory and are having internal choice.
 - ii. Figures to the right indicate marks allotted.
 - iii. Answer sub-question in Question no.1 and Question no. 2 in not more than 100 words.
 - iv. Answer Question no. 3 to Question no. 6 in not more than 400 words.
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Q.1. Write short notes on ANY FOUR of the following. (4x4=16)

- a) Assignment of insurance policy.
- b) Surrender value.
- c) Third party administrator.
- d) Advertising layout.
- e) Effective copywriting for television
- f) Client agency relationship.

Q.2. Write short notes on ANY FOUR of the following. (4x4=16)

- a) Insurance Marketing.
- b) Insurance marketing mix.
- c) Insurance distribution channels.
- d) Aquaculture insurance.
- e) Rural insurance.
- f) Floriculture insurance.

Q.3. Answer ANY ONE of the following. (1 x 12 marks)

- a) Briefly explain the settlement procedure of maturity claims.
- b) Explain causes of repudiation of claim in life insurance.

Q.4. Answer ANY ONE of the following. (1 x 12 marks)

- c) Discuss the responsibility of insurance surveyor.
- d) Explain the role and responsibility of insurance agents.

Q.5. Answer **ANY ONE** of the following.

(1 x 12 marks)

- e) Explain the important factors to be considered while marketing of insurance products.
- f) Explain the different marketing strategies that are employed by the insurance players in India.

Q.6. Answer **ANY ONE** of the following.

(1 x 12 marks)

- g) Write a note on social insurance in India.
- h) Explain the operation of cattle insurance in India.
