

207

Subject Code—7313

M.I.B. (First Year) EXAMINATION

MARKETING AND SALESMANSHIP

MIB-106

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *Five* questions. All questions carry equal marks.

1. Define Marketing. What are the major challenges before insurance marketers ?
2. Discuss in detail the process, importance and limitations of marketing research. What is the relationship between marketing research and marketing information system ?
3. What factors affect product pricing ? What price consumers pay and what benefits they draw when they buy an insurance product ?

4. Discuss different tools of promotion highlighting their relevance in insurance marketing.
5. Write a detailed note on process of selling.
6. How is selling insurance to groups different from selling it to individuals ? Discuss in detail with examples.
7. How is the manpower planning undertaken for salesforce ? What training tools can be used to make them competent ?
8. Write short notes on any *two* of the following :
 - (a) Systems approach to marketing
 - (b) Importance of good habits and self-discipline for salespersons
 - (c) Hallmarks of effective salesmanship
 - (d) Determinants of consumer behaviour.