

Jan. 2007

Subject Code—5822-X

M.I.B. (First Year) EXAMINATION

(Re-appear)

MIB-106

MARKETING AND SALESMANSHIP

Time : 3 Hours

Maximum Marks : 100

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

1. Define Marketing. What is the system approach to marketing ? What are the challenges in insurance marketing ?
2. Discuss the process of marketing research. How does it help in developing better response to changing marketing environment.
3. What are major determinants of consumer behaviour ? Is price of an insurance product major issue or consideration before potential customers ?

4. Discuss in detail different tools of promotion highlighting their relevance in insurance sector.
5. What are the hallmarks of effective salesmanship ? What are its functions ?
6. Discuss the selling process in detail. What care salespersons have to take at different stages of selling process ?
7. What are the challenges in selling group insurance schemes to corporates ? What is more important in such cases—‘Organisational philosophy or individuals’ inclination to buy insurance cover ?
8. Write short notes on the following :
 - (i) Importance of self-discipline for insurance sellers
 - (ii) Social dimensions of marketing.