

*Examin 2009*

Roll No. ....

Subject Code—2120

**M.I.B. (First Year) EXAMINATION**

MIB-106

**MARKETING AND SALESMANSHIP**

*Time : 3 Hours*

*Maximum Marks : 100*

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

1. "Marketing is marketing everywhere." Discuss this statement in light of marketing of insurance products.
2. Design a synopsis for research product to be undertaken for assessing need for different insurance products in rural market.
3. What is Pricing ? What factors would you consider while designing pricing strategies for different insurance products for different market segments ?

(1-11-6-09)

P.T.O.

4. Define Advertising. How is it of utmost importance to design advertising campaign in tune with overall marketing strategy ?
5. Why is personal selling most important promotional tool in insurance marketing ? What role salesmanship plays in it ?
6. Write a detailed note on the selling process of insurance products.
7. In what context institutional selling is different from selling to individuals ? Write your answer keeping in mind the insurance business.
8. Write short notes on the following :
  - (a) Prospecting
  - (b) Role of PR in Insurance.