

Roll No.

Subject Code—737-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. Describe the role and relevance of marketing in Insurance Business. How does the strategic marketing planning help a firm functioning in turbulent marketing environment ?
2. Distinguish between Marketing Information System and Marketing Research. What restricts the marketing researchers from giving error free solutions.

3. What are the different factors that influence consumer behaviour ? Also discuss the five stages of the consumer decision process.
4. What promotional mix should be followed for promotion of life insurance. Also highlight their respective advantages and disadvantages ?
5. Highlight the importance of salesmanship in insurance marketing. Project yourself to the year 2020 and describe what the sales manager's job will be like then.
6. What kind of challenges are faced by Insurance Marketers in selling to corporates ? What strategies can be developed to counter such challenges ?
7. Discuss the difference between personal selling and sales management. If you are the sales manager in a life insurance company, which various stages in personal selling process will be suggested by you to your subordinates to be followed ?

8. Write short notes on the following :

- (i) Importance of right habits and self-discipline for insurance seller
- (ii) Important considerations to insurance product pricing.