May, 2012

FELLOWSHIP EXAMINATION
MARKETING & PUBLIC RELATIONS

Time: 3 Hours

Answer any FIVE questions only.
All questions carry 20 marks each.

(Note: Answer to questions pertaining to the Insurance Industry may be given with reference to either Life or General Insurance Industry)

Q.1. Write short notes on the following:
   a) Strokes
   b) Distribution Channel
   c) Components of the Marketing Mix
   d) Marketing Strategies

Q.2. Elaborate the following:
   a) Moment of Truth
   b) Customer Relationship Management

Q.3. a) Which are the media used for Direct Marketing? How Direct Marketing is advantageous to business?
   b) What are the purposes of promotion in marketing? Discuss about the methods of promotion.

Q.4. a) What are the functions and advantages of the distribution channel in marketing?
   b) State in brief, functions of various insurance intermediaries.

Q.5. a) Relationship Marketing is a key to success for any Insurance Industry.
    Examine the statement.
   b) Explain the scope for development of Rural Markets for Life Insurance Industry.

Q.6. In formulating price of a product, which factors are considered? Discuss with reference to pricing of an insurance product.

Q.7. Analyse the different stages of the buying process of a customer.

Q.8. Explain the relevance of quality in service industry. How the quality is maintained?

END

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