Dr. Babasaheb Ambedkar Open University
Term End Examination July - 2016

Course	**: BBAIB**	**Numeric Code:**	
Subject Code	**: 205**	**Max. Marks :**	**70**
Subject Name	**: Practices of Life Insurance**	**Duration :**	
Date	**:**	**Time :**	

Section A

Answer the following (any three) **(30)**

1. What is Life Insurance? Explain the advantage of Life insurance.

2. Define Insurance contract. Which are the essential of insurance contract?

3. Explain about group saving linked insurance scheme.

4.”Mutual funds are the best alternatives for investment” Explain.

5. Explain factor influencing price Determination.

Section B

Answer the following (any four) **(20)**

1. Difference between group insurance and Individual Insurance.

2. Group Gratuity Scheme

3. Classification of Mutual Fund Scheme

4. Describe Four P’s of Marketing Mix…

5. What is Tele-Marketing? How it’s useful in insurance selling?

6. Distinguish between Retention and Reinsurance.

SAMPLE QUESTION PAPER

Section C

A. MCQ (2x5) **(10)**

1. Term Life Policies, Each Give pure risk coverage of only the _____.

   a. Death as well as Maturity benefits b. Death benefits

   c. Maturity Benefits d. Financial Investment

2. Life Insurance is a contract between the

   a. Policy owner and Agent b. Policy owner and Insurer

   c. Policy owner and SEBI d. Policy owner and Government

3. Which scheme is not part of group insurance?

   a. Gratuity Scheme b. Leave encashment scheme

   c. super annuation scheme d. Mutual Fund scheme

4. Which is not included in types of Mutual Fund?

   a. Open-end fund b. Equity funds

   c. Exchange treaded Funds d. OTC traded Funds

5. Which is included in FOUR NEW Ps

   a. Packaging b. Peer to Peer

   c. Participation d. Personalization

B. Do as Directed (2x5) **(10)**

1. Define Marketing
2. Meaning of Cash value
3. Explain Significance of trade mark
4. Meaning of special Purpose Scheme
5. Define Non Life Insurance

SAMPLE QUESTION PAPER