

**POST GRADUATE CERTIFICATE COURSE IN
HEALTH INSURANCE (PGCHI)**

Term-End Examination

December, 2015

**MAH-008 : MARKETING, DEVELOPMENT AND
NEWER INITIATIVES IN HEALTH INSURANCE**

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) Attempt *any five* questions.
(ii) All questions carry *equal* marks.
(iii) Each question carries *20* marks.
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1. Write in detail about **any two** of the following :
 - (a) Reinsurance **10+10=20**
 - (b) Personal Accident Insurance
 - (c) Nomination
 - (d) Premium Waver Benefit
 - (e) No claim Bonus

2. Explain the health insurance products by public sector general insurance companies with suitable examples. **20**

3. Explain the marketing mix. Critically discuss marketing management in health insurance. **10+10=20**

4. Define advertising. Discuss in detail difference between marketing, advertisement and selling. **2+18=20**

5. Describe in detail marketing management process with suitable examples. 20
6. Explain the process of new product development in health insurance. 20
7. Explain **any two** of the following : 10+10=20
- (a) True value health
 - (b) Bonus
 - (c) Claim amount
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