

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

**Term-End Examination**

**00284 December, 2014**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Write in detail about any **two** of the following : 2×10=20
  - (a) Marketing
  - (b) Sales Management
  - (c) Permanent Total Disablement
  - (d) Mahila Saubhagya
  - (e) Churning
  
2. Describe in detail about the code of conduct for TPA. 20
  
3. Define innovation and describe in detail about the sources of innovation in insurance. 20

4. Discuss in detail the distinction between nomination and assignment. 20
  5. Describe about Personal Accident Insurance. 20
  6. Discuss in detail Market Surveys. 20
  7. Explain Commercialization. 20
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