

No. of Printed Pages : 2

MAH-008

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

00402

**Term-End Examination
June, 2015**

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

Time : 3 hours

Maximum Marks : 100

Note : *Attempt any five questions. All questions carry equal marks. Each question carries 20 marks.*

1. Write in detail about any **two** of the following : 2×10=20
 - (a) Marketing Information System
 - (b) Insurable Risk
 - (c) Case Management
 - (d) Third Party Cover
 - (e) Advertising

2. Describe in detail about marketing in health insurance. 20

3. Define personal selling and describe its types. 20

4. Explain how marketing is different from selling. 20
5. Give details of Marketing Information System with example. 20
6. Define innovation and describe in detail about the sources of innovation in insurance. 20
7. Explain any *two* of the following : $2 \times 10 = 20$
- (a) Market Research
 - (b) First Unpaid Premium
 - (c) Bonus and Promotion
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