MBA (Finance) 26/ MBA (Marketing) 30/ MBA (HRM) 34

Krishna Kanta Handiqui State Open University

MBA 6th Sem. Examination, 2016

Insurance Management (Finance)

Industrial and Rural Marketing (Marketing)

Empowerment of Leadership Development (HRM)

Time : 3 Hrs. Full Marks : 80

Insurance Management (Finance)

1. Answer any five from the following questions : 2×5 = 10
(each within 50 words)
   (a) What is the difference between insurance and gambling?
   (b) What is meant by insurable interest?
   (c) What is office premium?
   (d) What is adverse selection?
   (e) What is medical underwriting?
   (f) Define 'Insurance Agent'.
2. Answer any three from the following questions : 4×3 = 12
(each within 150 words)
   (a) What are the duties of the insurer under the Insurance Act, 1938?
   (b) What are the advantages of insurance?
   (c) Write a note on Mortality Table.
   (d) Why classification risk is important?
3. Answer any three from the following questions : 6×3 = 18
(each within 250 words)
   (a) How insurable interest arise? Discuss.
   (b) Discuss the powers and eligibility criteria of insurance ombudsman.
   (c) Discuss Numerical Rating System.
   (d) Discuss group insurance scheme with its characteristics and benefits.
4. Answer any four from the following questions : 10×4 = 40
(each within 500 words)
   (a) What is annuities? Discuss different types of annuities.
   (b) Evaluate the principle of utmost good faith.
   (c) Discuss different type of group insurance schemes available in Indian insurance market.
   (d) What is death claim? How death claim is settled? Discuss. 3+7
   (e) Discuss the different type of risks that an individual face while buying a life insurance product.
   (f) Critically evaluate the present scenario of insurance sector in India.

Industrial and Rural Marketing (Marketing)

1. Answer any five from the following questions : 5×2 = 10
(each within 50 words)
   (a) Define the term 'Initiator' in buying situations.
   (b) What do you understand by one level channel of distribution in Industrial Marketing?
   (c) What is the main purpose of its formation?
   (d) Identify the possible reasons because of which rural buyers purchase in small quantities.
   (e) What is research design?
   (f) Mention any four medium that can be used for the promotion of products in rural markets.
2. Answer any three from the following questions : 4×3 = 12
(each within 150 words)
   (a) Explain the various issues that are considered before taking the decisions of product elimination.
   (b) Define a marketing plan. Explain its major components.
   (c) Distinguish between industrial goods and consumer goods with examples.
   (d) Discuss the role of Personal Selling and Opinion Leader in Rural Marketing.

3. Answer any three from the following questions : 6×3 = 18
(each within 250 words)
(a) Briefly explain the role of Channel Strategies in Industrial Marketing.
(b) Discuss the different types of medias used by the industrial advertising.
(c) Elaborate on the role played by Shandies/ Haats/ jathras/melas in rural marketing.
(d) What are the various way by which infrastructure can be built in rural markets.

4. Answer any four from the following questions : 10×4 = 40
(each within 500 words)
(a) Give a detailed account of pricing decision in Industrial Markets
(b) What is meant by services. Discuss in detail the marketing tactics that are used by the service organisations.
(c) Discuss the state of rural economy in India.
(d) Discuss the characteristics of rural consumers. What are the factors that affect their buying decisions. Explain.
(e) Discuss the concept of product mix decision in Rural Marketing.

Empowerment of Leadership Development (HRM)

1. Answer any five from the following questions : 5×2 = 10
(each within 50 words)
(a) What is 'quality circle'?
(b) What is empowerment?
(c) Who is an 'autocratic leader'?
(d) What is 'learning organization'?
(e) What are the advantages of coaching?
(f) What is 'Monitoring'?

2. Answer any three from the following questions : 4×3 = 12
(each within 150 words)
(a) Write the different types of leadership skills by which a leader can be trained.
(b) Write the role of corporate management regarding implementation of change.
(c) What do you mean by ADKAR Model?
(d) What do you understand by feedback-intensive programme?

3. Answer any three from the following questions : 6×3 = 18
(each within 250 words)
(a) Discuss the major characteristics and components of leadership programme.
(b) What do you understand by change? What are the internal and external causes for organisational change? 2+4
(c) Discuss the main components of transformational leadership.
(d) Write down the role of a Mentor in an organisation.

4. Answer any four from the following questions : 10×4 = 40
(each within 500 words)
(a) What do you understand by formal mentoring and informal mentoring? Also discuss the steps in mentoring. 4+6
(b) Discuss the various reasons for resistance to change also discuss the strategies and tactics to overcome resistance to change. 5+5
(c) What do you understand by transational leadership? Elaborate with an illustration of 'Full Range Leadership Development Model'. 2+8
(d) Discuss the factors that leads to change in employee-employers relationship.
(e) What is 'leadership succession'? Discuss how succession planning linked to leadership development. Also discuss the methods used in skill based leadership training programme. 2+4+4