NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY FACULTY OF COMMERCE

DEPARTMENT OF INSURANCE AND ACTUARIAL SCIENCE B.COMM (HONS) DEGREE IN RISK MANAGEMENT AND INSURANCE STRATEGIC MARKETING OF INSURANCE [CIN 4204] SECOND SEMESTER FINAL EXAMINATION- MAY/ JUNE 2011

Duration 3 hours

Instructions to Candidates

- 1. Answer all questions in SECTION A.
- 2. Answer one question ONLY from SECTION B.
- 3. Answer two questions ONLY from SECTION C
- 4. Write clearly and legibly

Question 1 [compulsory]

Specify the elements of the marketing mix which need to be combined to provide a unique selling proposition for insurance companies. {15}

Question 2

Figure the ideal size of the sales force, given the following data:

There are 600 potential customers, average sales call is 45 minutes long: each customer should be called on 9 times yearly: each sales person has about 1350 hours of selling time annually. {10}

SECTION B

Answer one question only from Section B.

Question 1

Outline the unique features, problems and solutions in the marketing of insurance services.

{25}

Question 2

Discuss form an insurance company marketing point of view why do people buy insurance and how do consumers choose which company to buy from. {25}

SECTION C

Answer two questions ONLY from Section C.

Question 1

a) Discuss the benefits that a life insurance officer will derive form a marketing research.

{15}

b) Outline some reasons why new products/ services fail

{10}

Question 2

Advise a medical aid society on the steps that it should follow in developing a marketing strategy for a new product service? {25}

Question 3

Meaningful strategy cannot be developed without external or environmental information. Discuss. {25}

Question 4

There is a shift from selling to buying of services being enhanced, accelerated and caused by the rise of brands. Discuss.

{25}

END OF EXAMINATION