	Utech
Name :	
Roll No.:	To Grant of Exercising 2nd Explana
Invigilator's Signature :	

CS/BIRM/SEM-6/BIRM-602/2012 2012

REINSURANCE AND INSURANCE MARKETING

Time Allotted: 3 Hours Full Marks: 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

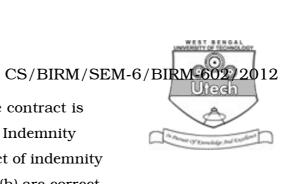
 $10\times1=10$

- i) Which of the following is not a party to Reinsurance Contract?
 - a) Reinsured
- b) Reinsurance Company
- c) Insured
- d) All of these.
- ii) Which of the following statements is correct?
 - Statement 1: All reinsurance contracts are contract of Indemnity.
 - $Statement \ 2:$ Few reinsurance contracts are contract of Indemnity
 - a) Statement I is correct
 - b) Statement 2 is correct
 - c) Both (a) and (b) are correct
 - d) Both (a) and (b) are wrong.

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iii)	Wh	ich of the following	is n	ot a characteristic of
	insı	ırance as service ?		A Parage Of Exercising Sed Excilored
	a)	Intangibility	b)	Inseparability
	c)	Heterogeneity	d)	Non-perish ability.
iv)	Wh	ich of the following P i	is on	y applicable for service
	maı	keting?		
	a)	Product	b)	Process
	c)	Price	d)	Place.
v)	Whi	ich of the following is tr	ue ?	
	a)	Legal principles of	ordi	nary contract are not
		applicable to reinsurar	nce	
	b)	Legal principles of ord	linary	contract are applicable
		to reinsurance		
	c)	Both of these		
	d)	None of these.		
vi)	Whi	ich of the following is v	ery ii	nportant information for
	negotiation & placement of reinsurance ?			
	a)	Country of origin	b)	Quality of management
	c)	Financial strength	d)	All of these.
vii)		standard from	USA	followed worldwide for
	reinsurance accounting.			
	a)	ICA	b)	GAAP
	c)	IRDA	d)	none of these.
3		2		



- viii) Every reinsurance contract is
 - a) A contract of Indemnity
 - b) Not a contract of indemnity
 - c) Both (a) and (b) are correct
 - d) Both (a) and (b) are wrong.
- ix) How many P's are applicable for service marketing?
 - a) 8P

b) 7P

c) 4P

- d) 3P.
- x) To day most favored reinsurance contract is
 - a) Facultative reinsurance
 - b) Excess of loss cover
 - c) Both (a) and (b)
 - d) None of these.
- xi) A corporate agent can be a
 - a) bank

- b) cooperative
- c) finance company
- d) all of these.
- xii) Accounts sales records are example of
 - a) Secondary data
- b) Primary data
- c) Auxiliary data
- d) Simple data.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- 2. Discuss the principle of Rate making.
- 3. Narrate the steps involved in the processing of information for reinsurance.
- 4. Highlight the basics of a valid reinsurance contract.

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- 5. a) Define concept and give examples of Inward Reinsurance Business.
 - b) What is loss reserve?

1 + 1

6. Discuss the objectives of Reinsurance Programme Design.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

- 7. a) Define reinsurance.
 - b) Explain different types of reinsurance contract.
 - c) What are the clauses in reinsurance contract?

3 + 6 + 6

- 8. a) Explain various types of proportional and non-proportional treatise. Discuss their advantages.
 - b) Write a note on the Insurance Market.

10 + 5

- 9. What are Catastrophe. Excess Loss treaties? Write down the importance of such treaties. 5 + 10
- 10. a) Explain the process of Negotiation and placement of reinsurance.
 - b) What are the factors considered for designing reinsurance program?
 - c) What is reinsurance accounting?

6 + 6 + 3

11. Write notes on any three of the following:

 3×5

- a) Insurance Model.
- b) Data required for rate making.
- c) Functions of intermediaries in Insurance Marketing.

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- d) Insurance Product Pricing.
- e) Methods of Promoting an Insurance Product.

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