



Name : .....

Roll No. : .....

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 × 1 = 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.  |



- iii) Which of the following is not a characteristic of insurance as service ?
- a) Intangibility                      b) Inseparability
- c) Heterogeneity                      d) Non-perish ability.
- iv) Which of the following *P* is only applicable for service marketing ?
- a) Product                      b) Process
- c) Price                      d) Place.
- v) Which of the following is true ?
- a) Legal principles of ordinary contract are not applicable to reinsurance
- b) Legal principles of ordinary contract are applicable to reinsurance
- c) Both of these
- d) None of these.
- vi) Which of the following is very important 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.



- viii) Every reinsurance contract is
- A contract of Indemnity
  - Not a contract of indemnity
  - Both (a) and (b) are correct
  - Both (a) and (b) are wrong.
- ix) How many P's are applicable for service marketing ?
- 8P
  - 7P
  - 4P
  - 3P.
- x) To day most favored reinsurance contract is
- Facultative reinsurance
  - Excess of loss cover
  - Both (a) and (b)
  - None of these.
- xi) A corporate agent can be a
- bank
  - cooperative
  - finance company
  - all of these.
- xii) Accounts sales records are example of
- Secondary data
  - Primary data
  - Auxiliary data
  - Simple data.

### GROUP – B

#### ( Short Answer Type Questions )

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

- Discuss the principle of Rate making.
- Narrate the steps involved in the processing of information for reinsurance.
- 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 ? 4 + 1
6. Discuss the objectives of Reinsurance Programme Design.

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following. 3 × 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.  
d) Insurance Product Pricing.  
e) Methods of Promoting an Insurance Product.

