



## Dr.G.R.Damodaran College of Science

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II B.COM [AM] [2016-2019]

SEMESTER III

CORE: MARKETING OF INSURANCE SERVICES-313B

Multiple Choice Questions.

1. Modern marketing is \_\_\_\_\_.

- A. price oriented.
- B. product oriented .
- C. consumer oriented
- D. profit oriented.

ANSWER: C

2. Marketing utility consists of \_\_\_\_\_.

- A. price.
- B. place, price.
- C. product, place, price and profit .
- D. Price, place, promotion and product.

ANSWER: D

3. A place for buying and selling activities is called \_\_\_\_\_.

- A. Market
- B. marketing
- C. market research
- D. market information

ANSWER: A

4. The exchange value of goods or services in terms of money is \_\_\_\_\_.

- A. price
- B. product
- C. buying
- D. selling

ANSWER: A

5. Which one of the following is a concentration function?

- A. Buying and assembling
- B. selling
- C. transporting
- D. storing

ANSWER: A

6. The words used to convey the advertisement idea is \_\_\_\_\_.

- A. advertisement
- B. advertisement research
- C. advertisement copy
- D. advertisement budget

ANSWER: C

7. A service is-----.

- A. Primary activity
- B. complementary activity
- C. not a physical product
- D. all the above

ANSWER: D

8. Where the user pays for cash specific service provided, it is called

- A. Discrete transaction
- B. Continous delivery of service
- C. customisation
- D. tutor relationship

ANSWER: A

9. A \_\_\_\_\_ is a good offered either free or at low cost as an incentive to buy a product.

- A. patronage reward
- B. coupon
- C. price pack
- D. premium

ANSWER: D

10. Which one of the following is facilitating function?

- A. Buying
- B. Assembling
- C. Selling
- D. Financing

ANSWER: D

11. Those brands owned by wholesalers and retailers are called:

- A. National brands
- B. Private brands
- C. Blanket brands
- D. Multiple brands

ANSWER: B

12. The act of sorting out goods accoring to the established standards is known as:

- A. Packing
- B. Packaging
- C. Grading
- D. Standardisation

ANSWER: C

13. Pricing based on area is called as \_\_\_\_\_.

- A. domestic pricing
- B. geographical pricing
- C. skimming pricing
- D. cost plus pricing

ANSWER: B

14. The process of subdividing total markets into several sub markets is \_\_\_\_\_.

- A. market fluctuations
- B. market positioning
- C. market segmentation

D. market penetration  
ANSWER: C

15. Mercatus means \_\_\_\_\_.

- A. buying
- B. to sell
- C. to assemble
- D. to trade

ANSWER: D

16. When advertising is reached to the residential place of the people it is called \_\_\_\_\_.

- A. promotional advertising
- B. outdoor advertising
- C. indoor advertising
- D. direct advertising

ANSWER: C

17. \_\_\_\_\_ is an element of buying.

- A. Financing
- B. Assembling
- C. Risk-bearing
- D. customer services

ANSWER: B

18. An advertisement copy must have \_\_\_\_\_ .

- A. description
- B. narration
- C. exposition
- D. report

ANSWER: A

19. Sales promotion tool includes \_\_\_\_\_.

- A. appeals
- B. coupons
- C. vertical marketing
- D. price

ANSWER: B

20. Standardization includes \_\_\_\_\_.

- A. estimating demand
- B. locating sources of supply
- C. grading
- D. product line

ANSWER: C

21. The middlemen who do not take any title of goods \_\_\_\_\_.

- A. retailers
- B. wholesalers
- C. agents
- D. commission houses

ANSWER: C

22. The prime object of marketing is \_\_\_\_\_.

- A. profit

- B. service
- C. sales
- D. consumer satisfaction

ANSWER: D

23. Inseparability of services results in -----.

- A. The customers being co-producers of the service
- B. service perishability
- C. Unpredictability of demand
- D. Reduction in perceived risks

ANSWER: A

24. Marketing Services aims at-----.

- A. profit making through user's satisfaction
- B. User's satisfaction
- C. Profit making
- D. Resource utilisation

ANSWER: A

25. The main aim of regulated markets is \_\_\_\_\_.

- A. eliminate the middlemen
- B. to earn profit
- C. increase the sales
- D. avoid distribution cost

ANSWER: A

26. Zero level channel of distribution is also called as \_\_\_\_\_.

- A. direct marketing
- B. multilevel marketing
- C. two level marketing
- D. micro level marketing

ANSWER: A

27. Which one of the following is a physical function supply?

- A. Transportation
- B. Buying
- C. Selling
- D. Risk bearing

ANSWER: A

28. Marketing begins and end with \_\_\_\_\_.

- A. consumer
- B. transport
- C. price
- D. product

ANSWER: A

29. \_\_\_\_\_ is the first step in marketing.

- A. Buying
- B. Selling
- C. Assembling
- D. Financing

ANSWER: A

30. Transportation creates \_\_\_\_\_ utility.

- A. time
- B. place
- C. form
- D. storage

ANSWER: B

31. Warehouse created \_\_\_\_\_ utility.

- A. place
- B. time
- C. form
- D. storage

ANSWER: C

32. Trading up is the act of \_\_\_\_\_ high priced prestigious products to existing product line.

- A. Adding
- B. reducing
- C. deleting
- D. maintaining

ANSWER: A

33. \_\_\_\_\_ is the policy adopted by manufacturers to get success in the field of marketing.

- A. Marketing mix
- B. Product mix
- C. Promotional mix
- D. Price mix

ANSWER: A

34. The second element to effect the volume of sales is \_\_\_\_\_.

- A. price
- B. product
- C. promotion
- D. distribution

ANSWER: A

35. \_\_\_\_\_ goods are meant for final consumption.

- A. Consumer
- B. Convenience
- C. Shopping
- D. Speciality

ANSWER: A

36. \_\_\_\_\_ are the general rules set up by the management itself in making product decisions.

- A. Product planning
- B. Product Policy
- C. Product mix
- D. Product line

ANSWER: B

37. Services are different from goods because \_\_\_\_\_

- A. services are intangible.
- B. services are perishable.
- C. cannot be transferred.
- D. all of the above.

ANSWER: D

38. Service marketing is important-----.

- A. In service sector only
- B. in business enterprise only
- C. In service sector as well as business sector
- D. In manufacturing operations only

ANSWER: C

39. Emerging key services are \_\_\_\_\_

- A. transportation services.
- B. banking services.
- C. hospital services.
- D. all of the above.

ANSWER: D

40. Hospitality service comes under \_\_\_\_\_

- A. hotel service.
- B. transport service.
- C. insurance service.
- D. none of the above.

ANSWER: A

41. The intangibility of services means that the services\_\_\_\_\_.

- A. cannot be touched.
- B. cannot be stored.
- C. cannot be transferred.
- D. all the above.

ANSWER: D

42. Inseparability of services results in \_\_\_\_\_.

- A. the customers being co-producers of the service.
- B. service perishability.
- C. unpredictability of demand.
- D. reduction in risks.

ANSWER: A

43. Professional services are characterised by \_\_\_\_\_.

- A. Advisory and problem solving
- B. provision of tangible goods
- C. tangible goods and provision of service
- D. provision of intangible goods

ANSWER: A

44. The new service unit " Old Age Homes" is expanding due to-----.

- A. increase in life expectancy
- B. Consumer affluence
- C. Complexly of life
- D. Corporate crowd

ANSWER: A

45. Which one of the following belongs to Infrastructure services?

- A. Consulting, finance and banking.
- B. Retailing, maintenance and repair.

- C. Communications and transportation.
- D. Restaurants and health care

ANSWER: C

46. \_\_\_\_\_ is concerned with the collection and concentration of goods or the same type from different sources.

- A. Assembling
- B. Selling
- C. Buying
- D. Trading

ANSWER: A

47. \_\_\_\_\_ is a wide term which included advertising, sales and personal selling.

- A. Distribution
- B. Warehousing
- C. Promotion
- D. Transportation

ANSWER: B

48. \_\_\_\_\_ plays a significant role in under developed countries, as it is a multiplier of activities.

- A. Marketing
- B. Sales
- C. Buying
- D. Production

ANSWER: A

49. In \_\_\_\_ markets, goods are exchanged and the physical delivery of goods takes immediately.

- A. Future
- B. Spot
- C. Perfect
- D. Bullion

ANSWER: B

50. In \_\_\_\_\_ market, there are large number of buyers and sellers meet.

- A. Imperfect
- B. Perfect
- C. Bullion
- D. Retail

ANSWER: B

51. Which one of the following belongs to public administration services?

- A. Education and Government.
- B. Retailing, maintenance and repair.
- C. Communications and transportation.
- D. Restaurants and health care.

ANSWER: A

52. \_\_\_\_\_ firms may serve the business market, the private individual or may serve both market segments.

- A. Consumer oriented service.
- B. Professional services.
- C. Personal services.
- D. Trade services.

ANSWER: A

53. Motives refers to strong \_\_\_\_\_.

- A. emotions
- B. purchase power
- C. needs
- D. behaviour

ANSWER: A

54. Buying decisions of a customer depends on his \_\_\_\_\_.

- A. attitude
- B. promotion
- C. price
- D. product

ANSWER: A

55. A satisfied buyer is a silent \_\_\_\_\_.

- A. salesman
- B. advertisement
- C. retailer
- D. target market

ANSWER: B

56. A consumer chooses an alternative which gives maximum \_\_\_\_\_.

- A. usage
- B. utility
- C. satisfaction
- D. promotion

ANSWER: C

57. A Collection of individuals which influences individual's opinion are called \_\_\_\_\_.

- A. Advertising agency
- B. manufacturers
- C. friends
- D. reference groups

ANSWER: D

58. An example of agent middlemen is \_\_\_\_\_.

- A. retailer
- B. broker
- C. wholesaler
- D. jobbers

ANSWER: B

59. An example of merchant middlemen is \_\_\_\_\_.

- A. Commission agent
- B. resident buyers
- C. wholesalers
- D. factors

ANSWER: C

60. The purpose of segmentation is to \_\_\_\_\_ the changing pattern of consumers.

- A. access
- B. identity
- C. measure



D. usage

ANSWER: C

61. Remarketing means \_\_\_\_\_ .

- A. creating new sellers
- B. creating new producers
- C. creating new buyers
- D. none of these

ANSWER: C

62. A \_\_\_\_\_ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.

- A. push strategy.
- B. pull strategy.
- C. blocking strategy.
- D. integrated strategy.

ANSWER: A

63. Social Marketing is primarily concerned with \_\_\_\_\_.

- A. Changing culture.
- B. Changing the status quo.
- C. Motivating volunteers.
- D. Influencing behavior.

ANSWER: A

64. The following are all major stages of a product life cycle except \_\_\_\_\_.

- A. Sales decline.
- B. Market maturity.
- C. Market Introduction.
- D. Market Implementation .

ANSWER: D

65. When a product is sold, \_\_\_\_\_ utility is created.

- A. ownership
- B. time
- C. place
- D. transport

ANSWER: A

66. Distribution means \_\_\_\_\_.

- A. physical transfer of goods.
- B. assembling of goods.
- C. processing of goods.
- D. scatter of goods.

ANSWER: A

67. \_\_\_\_\_ goods are those which are used for further production of goods.

- A. Consumer goods.
- B. Industrial goods.
- C. Convenience goods.
- D. Shopping goods.

ANSWER: B

68. Goods with unique characteristics are called as \_\_\_\_\_ .

- A. Consumer goods.
- B. Industrial goods.
- C. Convenience goods.
- D. Speciality goods.

ANSWER: D

69. \_\_\_\_\_ are purchased by the consumer only after careful comparison.

- A. Consumer goods.
- B. Industrial goods.
- C. Convenience goods.
- D. Shopping goods.

ANSWER: D

70. In saturation stage further increase in \_\_\_\_\_ is not possible.

- A. Promotion.
- B. Profit.
- C. Awareness.
- D. sales.

ANSWER: D

71. In new product planning process \_\_\_\_\_ is the first stage.

- A. Screening.
- B. Idea generation.
- C. Testing.
- D. Analysis.

ANSWER: B

72. \_\_\_\_\_ means critical evaluation of product ideas generated.

- A. Screening.
- B. Idea generation.
- C. Testing.
- D. Analysis.

ANSWER: A

73. \_\_\_\_\_ involve projection of future demand.

- A. Market analysis
- B. Concept testing
- C. Test marketing
- D. Commercialisation

ANSWER: C

74. \_\_\_\_\_ is the final stage of product planning.

- A. Market analysis
- B. Concept testing
- C. Test marketing
- D. Commercialisation

ANSWER: B

75. Changing an existing product to suit the changing conditions\_\_\_\_\_.

- A. product modification.
- B. product elimination.
- C. product concentration.
- D. product addition.

ANSWER: A

76. In the modern sense emphasis of marketing is on \_\_\_\_\_ satisfaction.

- A. Consumer.
- B. Market.
- C. Sales.
- D. Competition.

ANSWER: A

77. Marketing starts with identification of \_\_\_\_\_ needs.

- A. Consumer.
- B. Goods.
- C. Seller.
- D. Manufacturer.

ANSWER: A

78. Advertising creates \_\_\_\_\_ among customers.

- A. Clarity.
- B. Awareness.
- C. Confusion.
- D. Belief.

ANSWER: B

79. Distributional activities involve decisions regarding \_\_\_\_\_.

- A. Advertisement.
- B. channels of distribution.
- C. decision making.
- D. promotion strategies.

ANSWER: B

80. Price of a product affects its \_\_\_\_\_.

- A. Advertisement.
- B. Demand.
- C. Packing.
- D. Promotion.

ANSWER: B

81. Assembling of goods means bringing goods to a \_\_\_\_\_ place.

- A. central
- B. market
- C. consumer
- D. sellers

ANSWER: A

82. Risk management is an important function of \_\_\_\_\_ .

- A. controlling.
- B. marketing.
- C. selling.
- D. planning.

ANSWER: B

83. Retailer provides feedback to wholesalers and \_\_\_\_\_ about consumers preference.

- A. Manufacturers.
- B. Consumers.
- C. Retailer.

D. Agents.  
ANSWER: A

84. Sales promotion includes all promotional activities other than advertising, personal selling and \_\_\_\_\_.

- A. Publicity.
- B. Advertisement.
- C. Production.
- D. Coupon.

ANSWER: A

85. The object of sales promotion is to increase the buying response of ultimate \_\_\_\_\_.

- A. Wholesaler.
- B. Consumers.
- C. Retailers.
- D. Manufacturers.

ANSWER: B

86. The object of sales promotion is to improve \_\_\_\_\_.

- A. Stock.
- B. market share.
- C. Price.
- D. Quality.

ANSWER: B

87. Informing buyers of new brand and new package is the \_\_\_\_\_ of sales. promotion.

- A. objective
- B. method
- C. application
- D. quality

ANSWER: A

88. Free samples are given to customers to introduce a new \_\_\_\_\_.

- A. Product.
- B. Promotion.
- C. after sales service.
- D. Application.

ANSWER: A

89. Coupon is a certificate that reduces the \_\_\_\_\_ of the product.

- A. Quantity.
- B. Price.
- C. Quality.
- D. Pack.

ANSWER: B

90. Price-off gives a temporary \_\_\_\_\_ to the consumers.

- A. Information.
- B. free sample.
- C. Products.
- D. discount

ANSWER: D

91. Advertising is a \_\_\_\_\_ communication.

- A. Personal.
- B. non-personal.
- C. both (a) & (b).
- D. Regional.

ANSWER: B

92. Goods are produced these days on a large scale in anticipation of \_\_\_\_ demand.

- A. Past.
- B. Future.
- C. Present.
- D. More.

ANSWER: B

93. In the absence of advertisement firms cannot reach the consumers in \_\_\_\_\_.

- A. large number.
- B. few number.
- C. retail.
- D. Demand.

ANSWER: A

94. Salesman passes on the \_\_\_\_ regarding the needs and taste of the consumers to the manufactures.

- A. information.
- B. Price.
- C. goods.
- D. demand.

ANSWER: A

95. Salesman explains to the consumers by giving a \_\_\_\_\_ of how to use it.

- A. Products.
- B. Demonstrations.
- C. Price.
- D. Promotion.

ANSWER: B

96. Primary markets is market where \_\_\_\_\_ .

- A. semi manufactured goods are sold
- B. agricultural products are sold
- C. finished products are sold
- D. industrial products are sold

ANSWER: B

97. Market concept is \_\_\_\_\_.

- A. Business philosophy
- B. Market philosophy
- C. Commerce philosophy
- D. English philosophy

ANSWER: A

98. Personal selling is one part of \_\_\_\_\_ .

- A. marketing
- B. encouraging
- C. promotion
- D. buying

ANSWER: C

99. Consumer protection act was passed on \_\_\_\_\_.

- A. 1956
- B. 1966
- C. 1992
- D. 1986

ANSWER: D

100. Marketing mix is the term used to describe the combination of the \_\_\_\_\_.

- A. markets and products
- B. product planning and development
- C. selling, pricing and packing
- D. product, price, promotion and physical distribution

ANSWER: D

101. The modern marketing system is \_\_\_\_\_.

- A. revolutionary
- B. evolutionary
- C. stationary
- D. voluntary

ANSWER: B

102. Storage function of marketing creates \_\_\_\_\_.

- A. possession utility
- B. time utility
- C. form utility
- D. place utility

ANSWER: B

103. Buying and Selling are \_\_\_\_\_ .

- A. Supplementary
- B. Elementary
- C. Complementary
- D. Visionary

ANSWER: C

104. Warehouse undertakes the functions of \_\_\_\_\_.

- A. transportation
- B. selling
- C. buying
- D. storage

ANSWER: D

105. Social marketing concept is \_\_\_\_\_ .

- A. Management oriented
- B. sales oriented
- C. production oriented
- D. consumer oriented

ANSWER: D

106. Salesmen ship involves the act of \_\_\_\_\_.

- A. invasion
- B. evasion
- C. persuasion

D. division  
ANSWER: C

107. Press advertising comes under \_\_\_\_\_ .  
A. Direct advertising  
B. Indoor advertising  
C. Outdoor advertising  
D. Promotional advertsing

ANSWER: B

108. Sales convey the feeling of the consumers to the \_\_\_\_\_.  
A. producers  
B. parents  
C. friends  
D. government

ANSWER: A

109. Advertising appeals make people to use such articles as might affect their health. It is \_\_\_\_\_.  
A. social objection  
B. ethical objection  
C. historical objection  
D. economic objection

ANSWER: B

110. When sales volume and profits are increasing this is the period of \_\_\_\_\_.  
A. decline  
B. maturity  
C. saturation  
D. growth

ANSWER: D

111. When sales volume is rising very slowly and profits are falling this is the period of \_\_\_\_\_.  
A. growth  
B. decline  
C. maturity  
D. saturation

ANSWER: D

112. \_\_\_\_\_ is the costliest form of marketing.  
A. Personal selling  
B. Advertising  
C. Sales promotion  
D. publicity

ANSWER: A

113. \_\_\_\_\_ results in immediate sales.  
A. Sales promotion  
B. Advertising  
C. Personal selling  
D. publicity

ANSWER: C

114. Window dressing is applied in case of \_\_\_\_\_.  
A. Personal selling

- B. Sales promotion
- C. Advertising
- D. marketing

ANSWER: A

115. ISI certification marks act \_\_\_\_\_.

- A. 1956
- B. 1952
- C. 1954
- D. 1950

ANSWER: B

116. Prevention of food adulteration act \_\_\_\_\_.

- A. 1954
- B. 1952
- C. 1956
- D. 1961

ANSWER: A

117. Agricultural produce (Grading and Marketing) act, \_\_\_\_\_.

- A. 1948
- B. 1949
- C. 1937
- D. 1950

ANSWER: C

118. This method is known as sum of margin method \_\_\_\_\_.

- A. cost plus pricing method
- B. dual pricing
- C. skimming pricing
- D. prestige pricing

ANSWER: A

119. Cost oriented pricing is known as \_\_\_\_\_.

- A. Target pricing
- B. Dual Pricing
- C. Prestige Pricing
- D. Skimming pricing

ANSWER: A

120. Status conscious customers will be attracted to the product and buy it through selling at high price is called \_\_\_\_\_.

- A. Dual pricing
- B. Psychological pricing
- C. Prestige pricing
- D. Cost plus pricing

ANSWER: C

121. The idea is to start with low price is called \_\_\_\_\_.

- A. Skimming pricing
- B. Prestige pricing
- C. Odd pricing
- D. Penetration Pricing

ANSWER: D



122. Such prices are fixed by customer is called \_\_\_\_\_.

- A. Customer pricing
- B. Customary pricing
- C. Penetration pricing
- D. Skimming pricing

ANSWER: B

123. When tenders and quotations are invited the suppliers are asked to submit their price quotation is called \_\_\_\_\_.

- A. Administrated pricing
- B. Customary pricing
- C. Sealed bid pricing
- D. Dual pricing

ANSWER: C

124. Price is fixed arbitrarily by the sellers is called \_\_\_\_\_.

- A. Customary pricing
- B. Sealed bid pricing
- C. Dual pricing
- D. Administrated pricing

ANSWER: D

125. Product for serving primary use is \_\_\_\_\_.

- A. Tangible product
- B. Augmented product
- C. Generic product
- D. Intangible product

ANSWER: C

126. The four dimensions in the product mix are \_\_\_\_\_.

- A. Length, width, Depth and Consistency
- B. Size, colours, quantity and models
- C. Grade, standard, quality and others
- D. Length, size quality and quantity.

ANSWER: A

127. Buyers go for newer and better products, refers to \_\_\_\_\_.

- A. Introduction stage
- B. Decline stage
- C. Saturation stage
- D. Growth stage

ANSWER: B

128. Newspaper advertising is a \_\_\_\_\_.

- A. Outdoor advertising
- B. Indoor advertising
- C. Direct advertising
- D. Promotional advertising

ANSWER: B

129. Exhibition is a \_\_\_\_\_.

- A. Outdoor advertising
- B. Indoor advertising

- C. Direct advertising
- D. Promotional advertising

ANSWER: D

130. Barter system refers to \_\_\_\_\_.
- A. exchange of goods against cash
  - B. exchange of service against cash
  - C. exchange of goods against goods
  - D. exchange of goods against cheque.

ANSWER: C

131. Transport removes the hindrance of \_\_\_\_\_.
- A. Personal hindrance
  - B. Time hindrance
  - C. Place hindrance
  - D. Risk hindrance

ANSWER: C

132. The main objective of advertising is \_\_\_\_\_.
- A. to increase the profit
  - B. to attract the consumer
  - C. to induce the consumer to purchase the goods
  - D. to increase the sales

ANSWER: B

133. Expansion of the term AIDAS is \_\_\_\_\_.
- A. Action, Interest, Decision, Attention and Satisfaction.
  - B. Attention, Interest, Desire, Action and Satisfaction
  - C. Attention, Interview, Desire, Advertisement and Satisfaction
  - D. Action, Interest, Desire, Advertisement and Satisfaction

ANSWER: B

134. The buying and selling of goods in order to make profit is called \_\_\_\_\_.
- A. Commerce
  - B. Trade
  - C. Industry
  - D. Profession

ANSWER: B

135. Window display advertising comes under \_\_\_\_\_.
- A. Direct advertising
  - B. Indoor advertising
  - C. Outdoor advertising
  - D. Promotion advertising

ANSWER: C

136. Retailers creates \_\_\_\_\_.
- A. place utility
  - B. time utility
  - C. form utility
  - D. possession utility

ANSWER: A

137. Quality of a good salesman is \_\_\_\_\_ .

- A. self confidence
- B. knowledge about the product
- C. cheating technique
- D. laziness

ANSWER: A

138. Direct marketing channel is also known as \_\_\_\_\_.

- A. Zero level channel
- B. One level channel
- C. Two level channel
- D. Three level channel

ANSWER: A

139. Distribution of insurance products through banks is called \_\_\_\_\_.

- A. Cold canvassing
- B. Bancassurance
- C. Nest
- D. Referred leads

ANSWER: B

140. The insurance market consists of insurers, buyers and \_\_\_\_\_.

- A. Intermediaries
- B. Factors
- C. directors
- D. residence buyers

ANSWER: A

141. Insurance is sold largely through \_\_\_\_\_.

- A. Retailers
- B. Residence buyers
- C. Insurance Agents
- D. Middlemen

ANSWER: C

142. The Insurance agents have to obtain licences from \_\_\_\_\_.

- A. IRDA
- B. municipality
- C. head office
- D. open market

ANSWER: A

143. The minimum qualification to become an insurance agent is \_\_\_\_\_.

- A. Undergraduate Degree
- B. Post Graduate Degree
- C. 12th Standard
- D. no qualification required

ANSWER: C

144. The Insurance agents are remunerated by way of \_\_\_\_\_.

- A. Commission
- B. salary
- C. advance amount
- D. profit

ANSWER: A

145. An insurance \_\_\_\_\_ is a part of the general insurance business not life insurance.

- A. Brokers
- B. Agents
- C. Surveyors
- D. wholesaler

ANSWER: C

146. Insurance surveyor is also called as \_\_\_\_\_.

- A. Loss Assessor
- B. Brokers
- C. wholesaler
- D. Agents

ANSWER: A

147. The job of the surveyor is to \_\_\_\_\_.

- A. fill the application
- B. assess the loss
- C. pay the premium
- D. pay the commission

ANSWER: B

148. Expansion of TPA is \_\_\_\_\_.

- A. Third Party Administrators
- B. Third Person Admission
- C. Third Party Allowance
- D. Third Property Acceptance

ANSWER: A

149. Remuneration of Insurance agents are regulated by \_\_\_\_\_.

- A. Insurers
- B. IRDA
- C. High court
- D. Supreme court

ANSWER: B

150. The object of sales promotion is to improve \_\_\_\_\_.

- A. market share.
- B. Stock.
- C. Price.
- D. Quality.

ANSWER: A

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