[This question paper contains 2 printed pages.]

Your Roll No..............

Sr. No. of Question Paper : 9500 **K**

Unique Paper Code : 6133350045

Name of the Paper : Business Research Methods (DSE)

Name of the Course : **B.A. (VS) INSURANCE MANAGEMENT**

Semester : VII (NEP)

Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **five** questions.
3. **All** questions carry equal marks.

1. Discuss the importance of business research in supporting product innovation within the insurance industry. Provide an example such as cyber-risk insurance.

2. Explain the process of data collection in insurance research. Compare customer satisfaction surveys with claims investigations as sources of primary data.

P.T.O.

3. What is secondary data in insurance research? Describe the significance of IRDAI/NAIC reports, mortality tables, and accident statistics in industry analysis.

4. Describe stratified sampling in detail. How can insurance companies use stratification based on policy type (life, health, motor) to improve sample representation?

5. Explain the concept of measurement in the insurance industry. Discuss the Customer Satisfaction Index and Net Promoter Score as key performance metrics.

6. What is regression analysis? Explain how insurers can use it to predict claims amounts based on policyholder characteristics.

7. Discuss the role of qualitative research methods in insurance, focusing on in-depth interviews with agents/brokers and their value for understanding market trends.

8. Write short notes on :

   (a) Predictive Analytics for Underwriting

   (b) Cluster Analysis for Insurance Market Segmentation

   (c) Convenience Sampling in Insurance Research