This survey to judge the outcome of the above study was undertaken by meeting both the parties who have bought or purchased the coverage product with Special Reference to Borivali district of Mumbai.

Respected Sir/ Madam,

This set of printed or written question with a choice of answer is devised for the purpose of statistical study between private and public company along with the preconceived notion and satiety level of each consumer.

The output received from your kind self will be kept secret and will not be shared or used for any other purpose other than for survey purpose.

We acknowledge you in advance in extending your cooperation in fulfilling this task.

Name:
Gender:   Male ☐   Female ☐

Contact No.

1) Age Group
   a) Below 30
   b) 31 – 40 years
   c) 41 – 50 years
   d) 51 – 60 years
   e) 60 years and above

2) Marital Status
   a) Married
   b) Unmarried

3) Place of residence
   a) Rural
   b) Urban

4) Total number of policies bought
   a) One
   b) Two
   c) More than two

5) Mode of Payment
   a) Monthly
   b) Quarterly
   c) Half-Yearly
   d) Yearly

6) Educational Qualification
   a) Undergraduate
   b) Graduate
   c) Post Graduate
   d) Doctorate

7) Occupation
   a) Student
   b) Service
c) Self Employed
d) Others

8) Annual Income
a) Below 1 Lac
b) 1 Lac – 5 Lac
c) 5 Lac – 10 Lac
d) Above 10 Lac

9) What Percentage of Monthly Salary do you save?
a) Up to 10 %
b) 11 – 20 %
c) 21 – 30 %
d) Above 30 %

10) What Kind of Investment do you prefer?
a) Short Term
b) Long Term
c) Both

d) Others

11) Rank these various investment alternatives according to your preferences
a) Bonds and Debentures
b) Equity/Shares
c) Mutual Fund
d) Public Provident Fund
e) Post Office
f) Insurance
g) Bank Deposit
h) Real Estate
i) Gold & Silver
j) Others

12). State your expectation on investment alternatives by ticking according
### Expectations on Investment

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<thead>
<tr>
<th>Expectations on Investment</th>
<th>Highly Important</th>
<th>Important</th>
<th>Neutral</th>
<th>Least Important</th>
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<td>Capital Growth</td>
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### Parameters Considered

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<td>Bonus &amp; Interests</td>
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<td>Pre &amp; Post Services</td>
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<td>Accessibility</td>
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<td>Company Image</td>
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### 13). What parameters you have looked into at the time of buying policy

14) Are you satisfied with the services of LIC of India?
   a) Yes
   b) No

15) Are you satisfied with the services of Private insurance company?
   a) Yes
   b) No

16) Give reasons for insuring with LIC
   a) Company Profile
   b) Brand
   c) Grievances Handling
   d) Undue Delay in Claims
e) Public Sector
f) All of the above

17) Give reasons for insuring with Private insurance company
a) Company Profile
b) Brand
c) Grievances Handling
d) Undue Delay in Claims
e) Private Sector
f) All of the above

18) What scheme of insurance policy have you taken?
a) Whole Life
b) Endowment Plus
c) Money Back
d) Pension Fund
e) ULIP
f) Others

19) Most Likely Periodicity of Policy
a) 5 years
b) 5 – 15 Years
c) 15 – 25 Years
d) Above 25 Years

20) Whether you are aware of all details of policy you have from LIC
a) Yes
b) No

21) Whether you are aware of all details of policy you have from Private Company
a) Yes
b) No

22) Satisfaction level towards services offered by LIC
a) Fully Satisfied
b) Partially Satisfied
c) Not Satisfied

23) Satisfaction level towards services offered by Private Company
a) Fully Satisfied
b) Partially Satisfied
c) Not Satisfied

24) Accessibility of the employee / agents of LIC
   a) Yes
   b) No

25) Accessibility of the employee / agents of Private Company
   a) Yes
   b) No

26) Do LIC have complex Formalities?
   a) Yes
   b) No

27) Do Private Company has complex Formalities?
   a) Yes
   b) No

28) Grievance Redressed Mechanism of LIC
   a) Fully Satisfied
   b) Partially Satisfied
   c) Not Satisfied

29) Grievance Redressed Mechanism of Private Company
   a) Fully Satisfied
   b) Partially Satisfied
   c) Not Satisfied

30) Undue Delay in Claim Settlement Process with LIC
   a) Yes
   b) No

31) Undue Delay in Claim Settlement Process with Private Company
   a) Yes
   b) No
32) Do agents of LIC provides the correct information
   a) Yes
   b) No

33) Do agents of Private Company provides the correct information
   a) Yes
   b) No

34) Rationale behind the investment in LIC
   a) Individual Risk Coverage
   b) Tax Benefits
   c) Growth and Return on investments
   d) Risk Coverage of Family
   e) Child Welfare

35) Rationale behind the investment in Private Company
   a) Individual Risk Coverage
   b) Tax Benefits
   c) Growth and Return on investments
   d) Risk Coverage of Family
   e) Child Welfare

36) If you buy a new policy would you like to go for LIC?
   a) Yes
   b) No

37) If you buy a new policy would you like to go for Private Company?
   a) Yes
   b) No

38) What would you like more in Insurance Policies of LIC of India?
   a) More benefits
   b) More security
   c) Others, Please specify

39) What would you like more in Insurance Policies of Private Company?
   a) More benefits
   b) More security
c) Others, Please specify

40) Rate your overall satisfaction with Insurance Policies of LIC of India?
a) Highly Satisfactory
b) Satisfactory
c) Average
d) Dissatisfactory
e) Highly Dissatisfactory

41) Rate your overall satisfaction with Insurance Policies of Private Company?
a) Highly Satisfactory
b) Satisfactory
c) Average
d) Dissatisfactory
e) Highly Dissatisfactory

42) What do you feel after investing in Insurance Plans of LIC of India?
a) Good
b) Averagely satisfied with the investment decision
c) Cheated

43) What do you feel after investing in Insurance Plans of Private Company?
a) Good
b) Averagely satisfied with the investment decision
c) Cheated

44) What is Overall perception about LIC of India?
a) Positive
b) Negative

45) What is Overall perception about Private Company?
a) Positive
b) Negative
46) Policies/plans of LIC superior to or more attractive than the private insurance companies?

1) Strongly Agree 2) Agree 3) Neither Agree nor Disagree 4) Disagree Strongly 5) Disagree

47) Flexible products/new products that meet customers’ needs

1) Strongly Agree 2) Agree 3) Neither Agree nor Disagree 4) Disagree Strongly 5) Disagree

48) Provides information/details about service innovations on a regular basis through post, telephone, banks etc.

1) Strongly Agree 2) Agree 3) Neither Agree nor Disagree 4) Disagree Strongly 5) Disagree

49) Premium paid is too low as compared to the benefits derived

1) Strongly Agree 2) Agree 3) Neither Agree nor Disagree 4) Disagree Strongly 5) Disagree

50) High rate of return on insurance products as compared to the other saving instruments (fixed deposit in banks, national saving certificates etc.)

1) Strongly Agree 2) Agree 3) Neither Agree nor Disagree 4) Disagree Strongly 5) Disagree

51) Reasonable penalty charged for late premium payment

1) Strongly Agree 2) Agree 3) Neither Agree nor Disagree 4) Disagree Strongly 5) Disagree

52) LIC emphasizes high quality service than the volume of sale.
53) Private Company emphasizes high quality service than the volume of sale.
1) Strongly Agree 2) Agree 3) Neither Agree nor Disagree 4) Disagree Strongly 5) Disagree

54) Provides customer feedback card system for their level of satisfaction with the services of the insurer
1) Strongly Agree 2) Agree 3) Neither Agree nor Disagree 4) Disagree Strongly 5) Disagree

55) Promotes ethical conduct in everything it does
1) Strongly Agree 2) Agree 3) Neither Agree nor Disagree 4) Disagree Strongly 5) Disagree

56) Agents and employees who have the proper knowledge and competence to answer Customer’s specific queries and requests
1) Strongly Agree 2) Agree 3) Neither Agree nor Disagree 4) Disagree Strongly 5) Disagree

57) Providing promised services as per the set schedule
1) Strongly Agree 2) Agree 3) Neither Agree nor Disagree 4) Disagree Strongly 5) Disagree

58) Providing promised services as per the set schedule
1) Strongly Agree 2) Agree 3) Neither Agree nor Disagree 4) Disagree Strongly 5) Disagree
59) Timely revival of lapsed policies, change of nominations, addresses and mode of premium payment etc.

1) Strongly Agree 2) Agree 3) Neither Agree nor Disagree 4) Disagree Strongly 5) Disagree

60) Attractive and informative media, theme layout, and language of the advertisement.

1) Strongly Agree 2) Agree 3) Neither Agree nor Disagree 4) Disagree Strongly 5) Disagree

61) Enhancement of technological capability (e.g. computerization, networking of operation, etc.) to serve customers more effectively.

1) Strongly Agree 2) Agree 3) Neither Agree nor Disagree 4) Disagree Strongly 5) Disagree