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Dear Sir / Madam,

I would like to introduce to you that I am doing research leading to Ph.D in commerce under part-time basis in the Department of Commerce, Kandaswami Kandar’s College, Velur (Namakkal District). As a part fulfillment of the course, I have to submit a thesis to the Periyar University, Salem-11. To submit the thesis I have chosen the topic “A STUDY ON PERCEPTION OF POLICY HOLDERS TOWARDS MARKETING OF LIFE INSURANCE PRODUCTS BY THE LIC OF INDIA” (WITH SPECIAL REFERENCE TO PARAMATHI VELUR TALUK OF NAMAKKAL DISTRICT, TAMILNADU, INDIA)” To write the thesis I am in need of a few first hand information from the select policy holders of LIC of India in Paramathri Velur Taluk. You are selected as one of the respondents to answer the question schedule annexed with this introductory letter. Your answers will be kept confidential. Your answers will be used only for academic purpose.

Thanking you,

Yours faithfully,

S. RAJA

QUESTION SCHEDULE

1. As a Policy holder of LIC have you taken policies ?
   For the benefit of nominees  
   Forecasting survivorship benefit  
   For both  

Date: 

Velur (Namakkal District)  
Cell: 9443008661, 9786080661  

S. RAJA, M.Com., MBA., M.Phil.,  
Lecturer in Management Studies  
PGP College of Arts & Science  
Namakkal - 637 207.
2. **Please make a tick on the kind(s) of policies you have taken**

<table>
<thead>
<tr>
<th>Policy Type</th>
<th>As on date</th>
<th>In Future</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole life policy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Endowment Policy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children’s Educational / Benefit Policies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Joint Life policy of husband and wife</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unit linked insurance plan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment linked insurance plan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group Insurance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. **The motive behind taking an insurance policy (assign Rank first rank 1, second rank 2 and so on ...)**

<table>
<thead>
<tr>
<th>Motive</th>
<th>Rank 1</th>
<th>Rank 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avenue for savings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Risk coverage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pension linked</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment linked</td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than one benefit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To avail income tax benefit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bonus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In-anticipation of prompt settlement of claims</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attractive schemes then and there</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. **Would you like to take a policy for a large sum assured?**

<table>
<thead>
<tr>
<th>Condition</th>
<th>Rank 1</th>
<th>Rank 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>As and when attractive schemes are marketed by the LIC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>As and when you find an additional income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To cover see 80C of the Income – Tax Act</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
5. **Tick the mode of paying premium**
- Through agents
- Directly to LIC branch
- Salary savings scheme

6. **On your observation the settlement of claim by the LIC is**
- Highly satisfied
- Satisfied
- Neither satisfied nor unsatisfied
- Unsatisfied
- Highly unsatisfied

7. **In between LIC and other organs providing Insurance service which will you prefer**
- LIC
- Other Organs

8. **If you prefer LIC tick the reasons [assign ranks for the reasons say first rank 1, second rank 2 and so on]**
- Reliability
- To only institution which provided life
  life insurance service for a long time
- More than one benefit
- Prompt settlement of claims
- Wider choice of polices
- Attractive rates of bonus
9. If you prefer other than LIC tick the reasons (assign ranks for the reasons say first rank 1, second rank 2, and so on)

- Reliability
- To avail competitive benefits
- More than one benefit
- Prompt settlement of claims
- Wider choice of policies
- Attractive rates of bonus

10. Have you taken policies?
- Only in LIC
- In other than LIC only
- Both LIC and with others

11. Have you ever compared the rate of interest offered by banks for savings and the bonus offered by LIC on the sum assured?
- Yes
- No

12. If yes in between bank interest on savings and LIC’s Bonus which is higher?
- LIC
- Banks

13. Will you to take an Insurance policy if there is only risk coverage and no repayment of premium?
- Yes
- No

14. If no, will you consider LIC policy as?
- A savings scheme
- A savings scheme cum risk coverage
15. The product differentiation by the LIC in its products is an Innovation intending to give more benefits to policy holders □ □
   Innovation intending to attract the policy holders. □ □

16. How do you to know of the new offers of the LIC?
   Print media □ □ Visual media □ □
   Pamphlets □ □ Agents □ □
   Friends and other □ □

17. Do you agree that there is a competition between LIC and other institution offering LIC service?
   Yes □ □ No □ □

18. Would you perceive competitive results in favour of policy holders.
   Yes □ □ No □ □

19. If yes, the competitive benefits are in terms of
   i. ............................................................
   ii. ............................................................
   iii. ............................................................

20. In future would you take an insurance policy
   Only from LIC □ □
   From among the competitors of LIC □ □
   Depends on the schemes of LIC on others □ □

21. As a policy holder are you able to understand the features of various policies of LIC
   Yes □ □ No □ □
22. **If no, the features are**
   - Beyond scope of understanding
   - Nothing but old features are restated

23. **Personal particulars**

   (a) Gender
   - Male
   - Female

   (b) Age group
   - Less than 30 years
   - 30-60 years
   - Above 60 years

   (c) Income Tax assessee
   - Yes
   - No

   (d) Educational status
   - SSLC and below
   - Degree holder
   - PG and above
   - Professionals

   (e) Profession
   - Agriculturalist
   - Business Community
   - Salaried class
   - Professionals
   - Others

   **Signature of the Respondent**: ____________________________

   **Name and address of the Respondent**: ____________________________

   ____________________________

   ____________________________

   ____________________________

   ____________________________

   ____________________________