Questionnaire
For LIC Policy Holders

Note: This Questionnaire is a part of academic study entitled “An Analytical Study of Impact of Privatization on Life Insurance Corporation of India (LIC)” which is submitted to S.R.T.M. University, Nanded for award of Ph.D. Degree. The information provided by the respondents will be used purely for academic purpose.

PART - A
GENERAL INFORMATION

1. Name of the Policyholder: .................................................................
2. Address: ...........................................................................................
3. Marital Status: Married [ ] Unmarried [ ]
4. Sex: Male [ ] Female [ ]
5. Age: [ ] Years
6. Nationality: Indian / Non Indian
7. Religion: Hindu [ ] Muslim [ ]
   Christian [ ] Baudha [ ] Other [ ]
8. Caste: SC [ ] ST [ ]
    OBC [ ] General [ ]
9. Literacy Status: Literate [ ] Illiterate [ ]
10. Educational Qualification:

<table>
<thead>
<tr>
<th>Upto SSC</th>
<th>HSC</th>
<th>Graduate</th>
<th>PG</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tbody>
</table>

**PART - B**

**SOCIO-ECONOMIC PROFILE**

1. Details of House you live in:

<table>
<thead>
<tr>
<th>Own</th>
<th>Rented</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. Details of Vehicle owned:

<table>
<thead>
<tr>
<th>Bicycle</th>
<th>Moped</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Bike/Scooter</td>
<td>Four Wheeler</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>

3. Details of Household equipments owned:

<table>
<thead>
<tr>
<th>Gas</th>
<th>Pressure Coocker</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Mixer</td>
<td>Freeze</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Washing Machine</td>
<td>Other</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>

4. Give details of Entertainment facilities:

<table>
<thead>
<tr>
<th>Radio</th>
<th>Tape</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td>VCD/DVD</td>
</tr>
<tr>
<td></td>
<td>None</td>
</tr>
<tr>
<td>Others</td>
<td></td>
</tr>
</tbody>
</table>

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5. Give details of phone connection at home:

<table>
<thead>
<tr>
<th>Mobile</th>
<th></th>
<th>Landline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Both</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. Are you computer literate?

| Yes   | | No       |

7. Details of Policy Hold of own or family members (LIC).

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Sum Assured</th>
<th>Date of Policy</th>
<th>Period</th>
<th>Mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>01.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>02.</td>
<td></td>
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<tr>
<td>03.</td>
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<tr>
<td>04.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>05.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

8. Details of Policy Hold of own or family members (Other Insurance Company).

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Sum Assured</th>
<th>Date of Policy</th>
<th>Period</th>
<th>Mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>01.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>02.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>03.</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>04.</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>05.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1. Do you feel that, Privatization has excercised any impact on Advertisement of LIC & other companies.
   Yes [ ] No [ ]
   If Yes, How would you grade the same.
   High [ ] Medium [ ]
   Low [ ]

2. Do you feel that, Privatization has excercised any impact on Telemarketing of LIC & other companies.
   Yes [ ] No [ ]
   If Yes, How would you grade the same.
   High [ ] Medium [ ]
   Low [ ]

3. Do you feel that, Privatization has excercised any impact on Mobile Marketing of LIC & other companies.
   Yes [ ] No [ ]
   If Yes, How would you grade the same.
   High [ ] Medium [ ]
   Low [ ]

4. Do you feel that, Privatization has excercised any impact on Follow-up visits of LIC & other companies.
   Yes [ ] No [ ]
5. Do you feel that, Privatization has excercised any impact on Road Shows of LIC & other companies.

Yes ☐ No ☐

If Yes, How would you grade the same.

High ☐ Medium ☐ Low ☐

6. Do you feel that, Privatization has excercised any impact on Icon-Celebraty of LIC & other companies.

Yes ☐ No ☐

If Yes, How would you grade the same.

High ☐ Medium ☐ Low ☐

7. Do you feel that, Privatization has excercised any impact on Grace Period for Premium of LIC & other companies.

Yes ☐ No ☐

If Yes, How would you grade the same.

High ☐ Medium ☐ Low ☐
8. Do you feel that, Privatization has exercised any impact on Penalty / Dues of LIC & other companies.

Yes [ ] No [ ]

If Yes, How would you grade the same.

High [ ] Medium [ ] Low [ ]

9. Do you feel that, Privatization has exercised any impact on Home Loan Facility of LIC & other companies.

Yes [ ] No [ ]

If Yes, How would you grade the same.

High [ ] Medium [ ] Low [ ]

10. Do you feel that, Privatization has exercised any impact on Personal Loan Facility of LIC & other companies.

Yes [ ] No [ ]

If Yes, How would you grade the same.

High [ ] Medium [ ] Low [ ]

11. Do you feel that, Privatization has exercised any impact on Facility of Pledge of LIC & other companies.

Yes [ ] No [ ]
If Yes, How would you grade the same.

High
Low

12. Do you feel that, Privatization has exerted any impact on Premium of LIC & other companies.

Yes
No

If Yes, How would you grade the same.

High
Low

13. Do you feel that, Privatization has exerted any impact on Product Variety of LIC & other companies.

Yes
No

If Yes, How would you grade the same.

High
Low

14. Do you feel that, Privatization has exerted any impact on High Return Assurance of LIC & other companies.

Yes
No

If Yes, How would you grade the same.

High
Low
15. Do you feel that, Privatization has excercised any impact on Market Plans of LIC & other companies.
   Yes ☐ No ☐
   If Yes, How would you grade the same.
   High ☐ Medium ☐ Low ☐

16. Do you feel that, Privatization has excercised any impact on Internet Marketing of LIC & other companies.
   Yes ☐ No ☐
   If Yes, How would you grade the same.
   High ☐ Medium ☐ Low ☐

17. Do you feel that, Privatization has excercised any impact on Network Marketing of LIC & other companies.
   Yes ☐ No ☐
   If Yes, How would you grade the same.
   High ☐ Medium ☐ Low ☐

18. Do you feel that, Privatization has excercised any impact on Collaborations of LIC & other companies.
   Yes ☐ No ☐
19. Do you feel that, Privatization has exercised any impact on Claim Settlement Quick of LIC & other companies.

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

If Yes, How would you grade the same.

<table>
<thead>
<tr>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
</table>

20. Do you feel that, Privatization has exercised any impact on Prompt Service of LIC & other companies.

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

If Yes, How would you grade the same.

<table>
<thead>
<tr>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
</table>

21. Do you feel that, Privatization has exercised any impact on Gift Hampers of LIC & other companies.

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
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</table>

If Yes, How would you grade the same.

<table>
<thead>
<tr>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
</table>
22. Do you feel that, Privatization has excercised any impact on Market information of policyholders of LIC & other companies.
   Yes  [ ]  No  [ ]
   If Yes, How would you grade the same.
   High [ ]  Medium [ ]
   Low [ ]

23. Do you feel that, Privatization has excercised any impact on Risk Taking Ability of LIC & other companies.
   Yes  [ ]  No  [ ]
   If Yes, How would you grade the same.
   High [ ]  Medium [ ]
   Low [ ]

24. Do you feel that, Privatization has excercised any impact on Knowledge of Sharemarket of LIC & other companies.
   Yes  [ ]  No  [ ]
   If Yes, How would you grade the same.
   High [ ]  Medium [ ]
   Low [ ]

25. Do you feel that, Privatization has excercised any impact on Investment Ability of LIC & other companies.
   Yes  [ ]  No  [ ]
If Yes, How would you grade the same.

<table>
<thead>
<tr>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
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</table>

26. Do you feel that, Privatization has exercised any impact on Urbanization of LIC & other companies.

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

If Yes, How would you grade the same.

<table>
<thead>
<tr>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
</table>

27. Do you feel that, Privatization has exercised any impact on Government Policy of LIC & other companies.

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

If Yes, How would you grade the same.

<table>
<thead>
<tr>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
</table>

(Signature of the Respondent)
**Questionnaire**

For LIC Agents/Officers

Note: This Questionnaire is a part of academic study entitled "An Analytical Study of Impact of Privatization on Life Insurance Corporation of India (LIC)" which is submitted to S.R.T.M.University, Nanded for award of Ph.D. Degree. The information provided by the respondents will be used purely for academic purpose.

**PART - A**

**GENERAL INFORMATION**

1. Name of the Agent/Officer: .................................................................

2. Address: ..............................................................................................

3. Marital Status: Married □ Unmarried □

4. Sex: Male □ Female □

5. Age: □□□ Years

6. Nationality: Indian / Non Indian

7. Religion: Hindu □ Muslim □

8. Christian □ Baudhha □

9. Other □

8. Caste: SC □ ST □

9. OBC □ General □

9. Literacy Status: Literate □ Illiterate □
10. Educational Qualification:

- Upto SSC
- HSC
- Graduate
- PG

11. Since when are you working with LIC?

12. Are you having Licentiate Qualification of LIC?

- Yes
- No

13. Have you Passed IRDA Exam?

- Yes
- No

14. Did you have any in-house training?

- Yes
- No

PART - B

SOCIO-ECONOMIC PROFILE

1. Details of House you live in

- Own
- Rented
2. Details of Vehicle owned:

- Bicycle
- Bike/Scooter
- None
- Moped
- Four Wheeler

3. Details of Household equipments owned:

- Gas
- Pressure Cooker
- Mixer
- Freeze
- Washing Machine
- Other
- None

4. Give details of Entertainment facilities:

- Radio
- Tape
- TV
- VCD/DVD
- Others
  - None

5. Give details of phone connection at home:

- Mobile
- Landline
- Both

6. Are you computer literate?

- Yes
- No
PART C

IMPACT OF PRIVATIZATION ON LIC

1. Give your opinion about the status of Advertisement of LIC before and after privatization.
   High ☐ Low ☐

2. Give your opinion about the status of Telemarketing of LIC before and after privatization.
   High ☐ Low ☐

3. Give your opinion about the status of Mobile Marketing of LIC before and after privatization.
   High ☐ Low ☐

4. Give your opinion about the status of Follow-up visits of LIC before and after privatization.
   High ☐ Low ☐

5. Give your opinion about the status of Road Shows of LIC before and after privatization.
   High ☐ Low ☐

6. Give your opinion about the status of Marketing Style of LIC before and after privatization.
   High ☐ Low ☐

7. Give your opinion about the status of Trained & Qualified Agents of LIC before and after privatization.
   High ☐ Low ☐

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8. Give your opinion about the status of number of agents of LIC before and after privatization.
   High   Low

9. Give your opinion about the status of Low Premium of LIC before and after privatization.
   High   Low

10. Give your opinion about the status of Product Variety of LIC before and after privatization.
    High   Low

11. Give your opinion about the status of High Return Assurance of LIC before and after privatization.
    High   Low

12. Give your opinion about the status of Market Plans of LIC before and after privatization.
    High   Low

13. Give your opinion about the status of Network Marketing of LIC before and after privatization.
    High   Low

14. Give your opinion about the status of Collaboration of LIC before and after privatization.
    High   Low
15. Give your opinion about the status of Claim Settlement Quick of LIC before and after privatization.

<table>
<thead>
<tr>
<th>High</th>
<th>Low</th>
</tr>
</thead>
</table>

16. Give your opinion about the status of Prompt Service of LIC before and after privatization.

<table>
<thead>
<tr>
<th>High</th>
<th>Low</th>
</tr>
</thead>
</table>

17. Give your opinion about the status of Gift Hampers of LIC before and after privatization.

<table>
<thead>
<tr>
<th>High</th>
<th>Low</th>
</tr>
</thead>
</table>

18. Give your opinion about the status of Literacy Level of Policyholder of LIC before and after privatization.

<table>
<thead>
<tr>
<th>High</th>
<th>Low</th>
</tr>
</thead>
</table>

19. Give your opinion about the status of Market Information to Policyholder of LIC before and after privatization.

<table>
<thead>
<tr>
<th>High</th>
<th>Low</th>
</tr>
</thead>
</table>

20. Give your opinion about the status of Risk Taking Ability of Policyholder of LIC before and after privatization.

<table>
<thead>
<tr>
<th>High</th>
<th>Low</th>
</tr>
</thead>
</table>

21. Give your opinion about the status of Knowledge of Sharemarket of LIC before and after privatization.

<table>
<thead>
<tr>
<th>High</th>
<th>Low</th>
</tr>
</thead>
</table>
22. Give your opinion about the status of Investment Ability of Policyholders of LIC before and after privatization.

High | | Low |

23. Give your opinion about the status of Urbanization of LIC before and after privatization.

High | | Low |


High | | Low |

25. Give your opinion about the status of Icon-Celebraty of LIC before and after privatization.

High | | Low |

26. Give your opinion about the status of Grace Period for Premium of LIC before and after privatization.

High | | Low |

27. Give your opinion about the status of Home Loan Facility of LIC before and after privatization.

High | | Low |

28. Give your opinion about the status of Personal Loan Facility of LIC before and after privatization.

High | | Low |

29. Give your opinion about the status of Facility of Pledge of LIC before and after privatization.

High | | Low |
30. Give your opinion about the status of Life Value Consciousness of LIC before and after privatization.

High [ ]  Low [ ]

31. Give your opinion about the status of High Rate of Commission of LIC before and after privatization.

High [ ]  Low [ ]

32. Give your opinion about the status of Attractive Incentive Schemes of LIC before and after privatization.

High [ ]  Low [ ]

33. Give your opinion about the status of Training facilities of LIC before and after privatization.

High [ ]  Low [ ]

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(Signature of the Respondent)