APPENDIX
MARKETING OF LIFE ASSURANCE SERVICE BY LIFE INSURANCE CORPORATION OF INDIA

QUESTIONNAIRE

KANDASWAMI KANDAR'S COLLEGE, VELUR.

The questionnaire has been designed only for the purpose of a project work undertaken by Ms. A. Vennila an M.Phil. (Commerce) student of the Department of Commerce, Kandaswami Kandar's College, Velur. The information provided herein will be strictly confidential. There are no right or wrong answers.

1. Have you insured your life?
   Yes [ ] No [ ]

2. Please tick the kind of policy you have taken
   Whole Life Policy [ ] Endowment Policy [ ]
   Money Back Policy [ ] Others [ ]
   Taken more than one kind of policies [ ] (Please specify)

3. Do you agree that there are differences in the features of various policies?
   Yes [ ] No [ ]

4. Can you please assign ranks to the features of policies given below.
   a. Life Assurance [ ]
   b. Attractive bonus and profit can claim income tax rebate [ ]
   c. Payment of premium in convenient ways. salary savings, monthly, quarterly, yearly, lumpsum [ ]
   d. Promote Savings [ ]
   e. More than one benefit [ ]

5. Do you agree, though there are other ways of savings to claim income tax rebate, investing in LIC policy is preferable.
   Yes [ ] No [ ]

6. Please answer the following questions on the following scale
   1) Strongly agree [ ]
   2) Agree [ ]
   3) Neither agree or disagree [ ]
   4) Disagree [ ]
   5) Strongly disagree [ ]
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<tr>
<th>Questions</th>
<th>1</th>
<th>2</th>
<th>3</th>
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<th>5</th>
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</thead>
<tbody>
<tr>
<td>1) LIC Policy not only assures Life but also promotes savings</td>
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<td>2) Bonus on LIC policy is higher than the return on other ways of savings</td>
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<td>3) Bonus with profit policy compensates the time value of money</td>
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<td>4) Rather than Life Assurance Income Tax, Rebate, Bonus, with profit etc. are the reasons for taking LIC policy</td>
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<td>5) LIC policies are taken for the benefit of dependants and not as savings.</td>
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7. Are you satisfied with the LIC marketing services?
   - Highly Satisfied: [ ] Satisfied: [ ]
   - Not Satisfied: [ ] No other alternative agency: [ ]

8. Do you agree that the monopoly position of the LIC should be made competitive?
   - Yes: [ ] No: [ ]

9. If other i.e. banks and foreign companies enter into marketing of Life Assurance what kind of competitive advantage do you expect.

10. If you are permitted to shift your LIC policy to other companies doing the same business will you shift?
    - Yes: [ ] No: [ ]

11. Have you chosen the kind of LIC policy on your own perception or at the advise of LIC agents?
    - Own perception: [ ] Agents: [ ]

12. Are you satisfied with providing information on your LIC policies by its office?
    - Yes: [ ] No: [ ]

13. Have you taken LIC policies on your dependants?
    a. Yes: [ ] No: [ ]
13. b. If yes, specify the kind of policy
   (1)
   (2)
   (3)
   (4)
   (5)

14. Will you take an LIC’s policy when there is no payment in case of no eventuality within the assured period?
   Yes [ ] No [ ]

15. Would like to take life policy on the condition that there is no payment within the assured period when there is no mortality on payment of nominal rate of premium?
   Yes [ ] No [ ]

PERSONAL DETAILS

Name of the Respondent

Address

Date of Interview

Questionnaire Number

1. Age
   Less than 20 years [ ] 20 to 30 years [ ] Above 40 years [ ]
   30 to 40 years [ ]

2. Sex
   Male [ ] Female [ ]

3. Marital Status
   Single [ ] Married and male [ ]
   House wife [ ] Others [ ]
4. Occupation
   Business
   Professor
   Other please specify

5. Monthly Income
   Less than Rs. 5,000 p.m.
   Rs. 10,000 to Rs. 20,000/- p.m.
   Rs. 5,000 to 10,000 p.m.
   More than 20,000 p.m.

6. Are you an income tax assessee
   Yes
   No

7. How much income tax relief did you claim through LIC premium and other savings less than
   Less than Rs. 6,000/-
   Rs. 10,500/- to Rs. 12,000/-
   Rs. 6,000 to Rs. 10,500
   Above Rs. 12,000

8. What is your annual contribution towards LIC premium.
   Rs.