# APPENDIX - I

## LIST OF PUBLICATIONS

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Title</th>
<th>Journal/Seminar/Publisher</th>
<th>Organizer &amp; Date</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>ISBN: 978-81-923975-7-3</td>
<td></td>
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<tr>
<td>2</td>
<td>A study on shift in customer preference from public sector LIC</td>
<td>International Conference trends and challenges in global business management</td>
<td>Sree Narayana Gurukulam College of Engineering, Kollencherry, Ernakulam</td>
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<td>towards private sector life insurance companies.</td>
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<td>sector and private sector life insurance companies.</td>
<td>ISSN:2278-6562</td>
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<td>4</td>
<td>An Evaluation of Training and Development in Public Sector and Private</td>
<td>International conference on managing human resources at the workplace</td>
<td>Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD) Mysore December 13th and 14th 2013</td>
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<tr>
<td></td>
<td>Sector Life Insurance Companies</td>
<td>ISBN: 978-81-922146-5-8</td>
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APENDIX – II
PRELIMINARY QUESTIONNAIRE
PART A – GENERAL INFORMATION

1. Name:

2. Sex: i) Male ii) Female

3. Age (years) – i) 20 – 30 ii) 30 – 40 iii) 40 – 50 iv) 50 – 60 v) 60 and above.

4. Residential Status: i) Resident in India ii) Non Resident Indian iii) Foreign National


PART B – AWARENESS AND ATTITUDE TOWARDS LIFE INSURANCE

7. Do you have a life insurance policy?
   a. Yes b. No.

8. If yes, how many life insurance policies do you have?
   a. One b. Two c. 3 – 5 d. 5 – 10 e. More than 10
9. Are you aware of how an insurance policy works as a means of savings and as an instrument of financial security?
   a. Yes  b. No.

10. Do you think that life insurance is absolutely necessary to cover the risk of unforeseen contingencies and safeguard the family of the earning member who could die an untimely death?
   a. Yes  b. No.  c. May be

11. Which of the following insurance companies have you heard of?
   i) Life Insurance Corporation of India  ii) Bajaj Allianz Life Insurance Company Limited  
   iii) Birla Sun Life Insurance Co. Ltd  iv) HDFC Standard Life Insurance Co. Ltd  v) ICICI Prudential Life Insurance Co. Ltd  
   vi) ING Vysya Life Insurance Company Ltd. vii) Max New York Life Insurance Co. Ltd  
   viii) Met Life India Insurance Company Ltd. ix) SBI Life Insurance Co. Ltd  

12. Do you feel that the price paid as premium for a life insurance policy is worth the benefits that you receive in the policy?
   a. Yes  b. No.

13. Which of the following are products offered by life insurance companies?
   a. Fixed Deposits  b. Recurring Deposits  c. Endowment plans  d. Whole life cover plans  
   e. Mutual funds  f. Education plans  g. Provident fund  h. Pension plans

14. Do you know the meaning of sum assured?
   a. Yes  b. No
15. Have you ever met a life insurance agent?
   a. Yes b. No.

16. According to you life insurance is better than

17. Have you ever lost the bread winner in your family who had a life insurance policy?
   a. Yes b. No

18. If yes, did the policy amount received at the time of death prove to be a big financial support to your family?
   a. Yes b. No.

19. Do you think that investments in Pension Plans offered by Life Insurance Companies are very good as a source of revenue after retirement?
   a. Yes b. No

20. How would you rate a life insurance policy?

------------------------
Dear Sir/Madam,

I request you to kindly take a few minutes of your time and give your valuable responses to this Questionnaire. The confidentiality of information provided by you will be strictly maintained and will be used for academic purposes only and not for any other purpose whatsoever.

**PART A – GENERAL INFORMATION**

1. Name: 

2. Sex: i) Male ii) Female

3. Age (years) (i) 20 – 30 ii) 30 – 40 iii) 40 – 50 iv) 50 – 60 v) 60 and above.

4. Residential Status: i) Resident in India ii) Non Resident Indian iii) Foreign National


**PART B – INSURANCE COVERAGE**

7. How many Insurance policies do you possess in your name that are in force at the moment?
   i) Only 1 ii) 2 – 4 iii) 5 – 10 iv) More than 10

[5]
8. Which of the following insurance companies do you have insurance policies with?
   i) Life Insurance Corporation of India ii) Bajaj Allianz Life Insurance Company Limited
   iii) Birla Sun Life Insurance Co. Ltd iv) HDFC Standard Life Insurance Co. Ltd v) ICICI
   Prudential Life Insurance Co. Ltd. vi) ING Vysya Life Insurance Company Ltd.vii) Max
   New York Life Insurance Co. Ltd viii) Met Life India Insurance Company Ltd. ix) SBI
   Life Insurance Co. Ltd x) Tata AIG Life Insurance Company Limited xi) Reliance Life
   Insurance Company Limited. xii) Any other (please specify)

9. What is the total risk coverage that you possess on your life?
   i) 1 – 3 lakhs ii) 3 – 5 lakhs iii) 5 – 10 lakhs iv) 10 – 25 lakhs v) 25 – 50 lakhs vi) 50
   lakhs – 1 crore vii) 1 – 2 crore viii) 2 – 3 crores ix) 3 – 5 crores x) Above 5 crores

10. What was your main objective in buying an insurance policy?
   i) Life cover ii) Investment for Pension iii) Investment for Children’s Education
   iv) Tax Benefits v) Agent’s Persuasion.

11. Among the various types of insurance products available, which do you prefer the
    most?
   i) Traditional Endowment Plans ii) Unit Linked Insurance Plans iii) Pension Plans
   iv) Single premium plans v) Child Plans

12. Does your insurance company have a branch office in the place of your residence?
   i) Yes ii) No

13. If No, how do you make the payment of renewal premium?
i) Pay Online ii) Through agent iii) By Post iv) Drop Box v) Any other (Pls specify)

14. Before you purchased a policy did the Agent Advisor do a Fact Finding and analyse the specific need you had for a financial plan?

i) Always ii) Never iii) Rarely iv) Sometimes

15. Whenever you bought a policy were all the terms and conditions explained to you in detail?

i) Always ii) Never iii) Rarely iv) Sometimes

16. Did you face any of the following problems while contracting an insurance policy?

i) Very elaborate medical check up ii) Delay in receipt of Policy Bond iii) Mistakes in Policy Bond iv) Indifferent attitude of Agent v) Product different from your expectations vi) Rejection of insurance proposal

17. Have you ever had an experience of claim settlement for any close member of your family?

i) Yes ii) No.

18. If yes, how long did it take to have the claim settled?

i) Within 1 week ii) 1 – 4 weeks iii) 4 – 8 weeks iv) 2 months - 6 months v) 6 months – 12 months vi) More than 1 year.

19. Have you ever had to make an early claim settlement (Occurrence of death of a close family member within 2 years of taking out an insurance policy)?

i) Yes ii) No
20. Is your Agent Advisor always available to you for any help or guidance required by you?
   i) Yes  ii) No  iii) Partially

PART C – COMPARATIVE ANALYSIS OF PUBLIC SECTOR LIFE INSURANCE COMPANIES AND PRIVATE SECTOR LIFE INSURANCE COMPANIES

1. While purchasing an insurance policy do you prefer to contract with public sector companies only or with private sector as well?
   i) LIC only  ii) Private Insurance companies  iii) Both LIC and private companies.

2. If you always opt only for products of LIC, what are the main reasons for doing so?

3. Are you aware that private insurance companies are also equally secure since the Government of India guarantees all insurance companies?
   i) Yes  ii) No

4. Do you agree that products offered by Private Life Insurance companies are more need based and flexible than those offered by LIC?
   i) Yes  ii) No  iii) Somewhat

5. While purchasing a product private companies are faster and more efficient in closing the contract of insurance?
   i) Agree  ii) Disagree  iii) Partially agree
6. The preliminary investigation and medical tests conducted by LIC are very tedious and involve too many formalities when compared to the processes adopted by Private insurance companies.

   i) Agree ii) Disagree iii) Partially agree

7. Private insurance companies have changed the public perception of Insurance. Do you agree with this statement?

   i) Yes ii) No

8. In your opinion private insurance companies’ products are superior to those offered by LIC in these regards;

   i) Highly Professional services ii) Huge savings iii) Excellent returns iv) High life cover v) Any other (please specify)

9. Until the year 2000 LIC was the only Life Insurance Company in India. Do you agree that the monopoly position of LIC put the customer at a disadvantage?

   i) Yes ii) No.

10. The arrival of private insurance companies have given varied choice to the customer in terms of products and services offered?

    i) Agree ii) Disagree

11. Do you feel that after Private Companies have come in, the customers preference has shifted from LIC towards private companies?

    i) Yes ii) No iii) To a certain extent.

12. Are you aware that till the year 2000 when LIC was the only Life Insurance Company in India, not even 20% of the whole insurance market had been tapped in India?

    i) Yes ii) No
13. Are you aware that after ten years of the advent of private insurance companies in India, LIC has the most number of claim settlement cases pending (on a percentage basis) when compared to all other private insurance companies?

i) Yes  ii) No

14. Which of the following are some of the difficulties faced by policy holders of LIC?

i) Lengthy procedures for reinstating a lapsed policy ii) Very short grace period for renewal premium iii) High rate of interest for late payment of renewal premium iv) Long wait for claim settlement v) Problems on early claim vi) Indifferent attitude of staff at the time of claims vii) Lack of proper customer service system

15. Which of the following are some of the difficulties faced by policy holders of Private Insurance companies?

i) High allocation charges ii) Hidden charges iii) Unprofessional services iv) Instability of company v) Lack of integrity among private insurers vi) Manipulation of expected returns vii) High policy surrender charges

16. Do you feel that the facilities made available to you by your insurance company for payment of premium are convenient, technologically advanced and suited to your need?

Customers of LIC

i) Yes  ii) No iii) Partially

Customers of Private Insurance Companies – Please specify name of Company

i) Yes  ii) No iii) Partially

17. Does your insurance company offer some facilities exclusively to you as a High Value Customer?

Customers of LIC

i) Yes  ii) No iii) Partially
Customers of Private Insurance Companies – Please specify name of Company

i) Yes ii) No iii) Partially

18. If yes, please specify the exclusive facilities offered to you.

19. Which of the following facilities for online payment of renewal premium is made available to you by your insurance company?

Customers of LIC

i) On line policy renewal ii) Credit card standing instruction iii) Drop boxes d. Electronic Clearing System (ECS) iv) Drop cheques at Banks v) Payments at Branch offices vi) Authorize payments through Electronic Bill Payment vii) Payment through Bill junction viii) I-Pay Electronic Drop Box ix) Deposit of cheques at various retail outlets in your locality x) Payment through Interactive Voice Response system (IVR)

Customers of Private Insurance Companies – Please specify name

i) On line policy renewal ii) Credit card standing instruction iii) Drop boxes d. Electronic Clearing System (ECS) iv) Drop cheques at Banks v) Payments at Branch offices vi) Authorize payments through Electronic Bill Payment vii) Payment through Bill junction viii) I-Pay Electronic Drop Box ix) Deposit of cheques at various retail outlets in your locality x) Payment through Interactive Voice Response system (IVR)

20. As a policy holder do you have complete faith in your insurance agent/insurance company?

Customers of LIC

i) Yes ii) No iii) Partially

Customers of Private Insurance Companies – Please specify name of Company

i) Yes ii) No iv) Partially

21. In your most recent customer service experience with your Insurance Company, how did you contact the representative?

Customers of LIC
i) Contacted the Agent Advisor ii) On line Customer Service Desk iii) Through the Branch Office iv) Any other (Please specify)

Customers of Private Insurance Companies

i) Contacted the Agent Advisor ii) On line Customer Service Desk iii) Through the Branch Office iv) Any other (Please specify)

22. How long did it take to get your problem resolved?
   i) Immediate resolution ii) Less than a day iii) 2 – 3 days iv) 1 Week v) More than a week vi) More than a month

23. Have you ever surrendered your insurance Policy?
   i) Yes ii) No

24. On surrender of Unit Linked Policy, did you get back more than the amount invested by you?
   i) Yes ii) No

25. The returns offered by LIC to its policy holders are much more than those offered by private insurance companies. Do you agree?
   i) Yes ii) No iii) May be

26. If No, please specify which company has given you good returns.

27. Are the insurance products available in the market sufficient to meet the needs of all the insurable public in India?
   i) Yes ii) No

28. Please give your comments if any.

Thank you very much for your cooperation.

Catherine
## APPENDIX - IV

**SURVEY ON TRAINING EFFECTIVENESS IN LIFE INSURANCE COMPANIES**

<table>
<thead>
<tr>
<th>NO.</th>
<th>QUESTION</th>
<th>NOT AT ALL TRUE</th>
<th>A LITTLE TRUE</th>
<th>SOMEWHAT TRUE</th>
<th>TRUE TO A GREAT EXTENT</th>
<th>VERY TRUE</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td>Induction training is given adequate importance in your organisation.</td>
<td>☐</td>
<td>☐</td>
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<td>2.</td>
<td>Induction training is well-planned.</td>
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<td>3.</td>
<td>Induction training is of sufficient duration.</td>
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<td>4.</td>
<td>Induction training provides an excellent opportunity for newcomers to learn comprehensively about the organisation.</td>
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<td>5.</td>
<td>The norms and values of the company are clearly explained to the new employees during induction.</td>
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<td>6.</td>
<td>Senior management takes interest and spends time with the new staff and agents during induction training.</td>
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<td>7.</td>
<td>The new recruits find induction training very useful in your organisation.</td>
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<td>8.</td>
<td>The induction training is periodically evaluated and improved.</td>
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<td>9.</td>
<td>The employees are helped to acquire technical knowledge and skills through training.</td>
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<td>10.</td>
<td>There is adequate emphasis on developing managerial capabilities of the managerial staff through training.</td>
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<td>11.</td>
<td>Human relations competencies are adequately developed in your organisation through training in human skills.</td>
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<td>12.</td>
<td>Training of workers is given adequate importance in your organisation.</td>
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13. Employees are sponsored for training programmes on the basis of carefully identified developmental needs. 

14. Those who are sponsored for the training programmes take the training seriously. 

15. Employees in the organisation participate in determining the training they need. 

16. Employees sponsored for training go with a clear understanding of the skills and knowledge they are expected to acquire from the training. 

17. Identified needs and objectives were achieved by the training programme to a great extent. 

18. Performance of agents and Sales Managers/Development Officers improve a great deal after training programmes. 

19. The quality of in-company programmes in your organisation is excellent and is handled by competent faculty. 

20. The trainees were very successful in implementing their action plans. 

21. External training programmes are carefully chosen after collecting enough information about their quality and suitability. 

22. Learners have made a commitment about the learning they are going to implement on their return. 

23. Actions listed above achieved a Return on Investment (ROI) for the organization, either in terms of identified objectives satisfaction or, where possible, a monetary assessment. 

24. How would you rate your company in the insurance industry with regard to the level of training provided to agents/employees? 1 2 3 4 5 

25. What specifically did the learners learn or be usefully reminded of?
II Could major transactions like the filling of proposal forms and claim forms be done online by the customers without physical contact with insurance companies?

III With the aid of IT, do the insurance firms in India have a comprehensive database of their customers?

IV What are the effects of application of information technology on the profitability of an insurance organization?