QUESTIONNAIRE

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Dear Guest,

We are undertaking a research survey on consumer satisfaction of LIC services in Anantapur. The proposed study is expected to reveal your opinions on the services extended by the LIC in respect of various policy products traded by it. The studies of this type facilitate to serve you better by generating suggestions to the LIC. We need your earnest cooperation through filling up this Questionnaire.

Thanking you,

QUESTIONNAIRE FOR LIC POLICY HOLDERS

1. Name & Address and Phone No. :
   Occupation : (Put the answers in brackets) [ ]
   (a) Retired person (b) Self-Employed
   (c) Professional (d) Employee in a Pvt. Firm
   (e) Employee in Govt. Firm (f) Any other category

2. Are you a policy holder in any other private insurance companies? Yes / No

3. If Yes, name the insurance company :

4. Name of the LIC policy taken :
5. Name the categories of policies if taken more than one

6. Are you aware of the following policies (Tick ✓ them)
   (a) New Bheema Gold  (b) Money Back Policy
   (c) Children Career Policy  (d) Jeevan Kishore
   (e) Jeeva Chaya  (f) Profit Plus

7. How did you come to know about the policies
   (a) Through agents  (b) Through friends
   (c) If others, specify.....

8. Do you feel like any burdensomeness in the payment of premium?
   Yes/No
   If yes, is it due to (a) high premium rates, (b) policy taken on compulsion or pressure exerted by friends

9. How do you feel about the premium rates
   (a) High Rates  (b) Manageable Rates

10. What is the total amount of premiums paid in a year? Rs.

11. Of the following which is the most influencing factors for becoming a LIC policy holder
   (a) Risk coverage  (b) Tax Evidence
   (c) Savings purpose

12. Have you realized any amounts from the policies taken earlier?
   Yes/No

13. Did you encounter any difficulties in realizing the policy amounts
   Yes/No
   If yes, please explain the type of problems

14. Any pending problems relating to life insurance settlements. Write briefly:

15. How is the service rendered by LIC agents?

16. How is the response of LIC when you approach them with any problems
   (a) Satisfactory  (b) Highly satisfactory
   (c) Excellent  (d) Not good
   (e) can't say
17. Is the policy arranged by
   (a) Yourself  (b) LIC Agent

18. Are you satisfied with the services rendered by the LIC agents?
   (a) Very much Satisfied  (b) Satisfied
       (c) Can't say  (d) Not satisfied
       (e) Very much dissatisfied

19. Whether your LIC plan is supported by
   (a) Own salaried money  (b) Other sources of income
       (c) both

20. Have you ever thought of discontinuing your existing policies.

21. If yes, please state the reasons:

22. Do you suggest any better methods of premium collection

23. At what age did you take your policy
       (a) 20 to 25  (b) 25 – 35
       (c) 36 – 46  (d) After 46

24. Did, at anytime, your policy lapse due to non-payment of premiums.
   If yes, what are the reasons

25. Did you opt at any time for surrendering your policy before maturity?
   If 'yes' did you receive the amount in time?

26. Did you have specific grievances on lapsed policies.
   Write your grievance?

27. How is the response from LIC for your correspondence?

28. Are you satisfied with the mode of premium payment?
   Yes/No

29. If no, what mode of payment do you prefer
       (a) Credit card  (b) Cheque
       (c) Direct Cash  (d) E-Payment
       (e) Agent Collection

30. Were you engaged in any legal dispute with the LIC at any point of time?
   If yes, mention the details of litigation.
   Yes/No.
31. Your opinion about the following services:
   Please choose one of the following alternatives and mention it in the brackets.
   (a) Very much satisfied (b) Satisfied
   (c) Can't say (d) Not Satisfied
   (e) Very much dissatisfied
   
   Facilities [ ]
   Housing loans [ ]
   Personal loans [ ]
   Premium collection [ ]
   Repayment on maturity [ ]

32. Any valuable suggestions, please write in the place provided:

   Signature of the consumer
   (Policy Holder)