CHALLENGES AND OPPORTUNITIES IN LIFE INSURANCE SECTOR IN INDIA
(A Comparative Study of Public and Private Sector)

RESPONSE SHEET OF POLICYHOLDERS


4. Marital Status

5. Income per Month (in Rs.):
   1. Less than 25,000 □ 2. Between 25,000 to 50,000 □
   3. More than 50,000 □

6. Occupation:

7. Education:

8. Family Size:
   1. Less than 5 □ 2. 5 to 7 members □ 3. More than 7 members □

9. Family Life Cycle:
   1. Bachelor □ 2. Young married □
   3. Married couple with children □ 4. Old couple living alone □

10. How many life insurance policies do you have?:

11. Amount of premium paid annually:
     1. Less than Rs. 20,000 □ 2. Between Rs. 20,000 to Rs. 40,000 □
     3. More than Rs. 40,000 □

12. %age of income spent on life insurance:
     1. Up to 10% □ 2. Between 10% to 20% □ 3. More than 20% □

13. When did you buy the policy:
     1. Beginning of the year □ 2. Mid of the year □
     3. End of the year □ 4. No consideration for the time □

14. Persons, for which you purchase the policies:
15. You purchase insurance policies on the recommendation of:
   1. Insurance advisor ☐ 2. Friends/Colleagues ☐
   3. Boss ☐ 4. Any other ☐
16. From where you come to know about the various insurance plans:
   1. Insurance advisor ☐ 2. Friends/Colleagues/Boss ☐
   3. Television /Newspapers ☐ 4. Any other ☐
17. If you want to purchase another policy, would you like to change the company:
   1. Yes ☐ 2. No ☐ 3. Cannot say ☐
18. If same company, than the new policy will be:
   1. same as earlier ☐ 2. Change the policy ☐
19. If you want to purchase another policy would you like to change the insurance advisor/agent:
   1. Yes ☐ 2. No ☐ 3. Cannot Say ☐
20. The total sum assured on your policies is:
   1. Less than Rs. 5 lakhs ☐ 2. Between Rs. 5 lakhs to Rs. 10 Lakhs ☐
   3. More than Rs. 10 Lakhs ☐
21. What premium payment plan you adopt normally:
22. You purchase insurance policy for:
23. Which type of plan you like:
   1. Low risk with secured & low returns ☐ 2. Moderate risk and moderate returns ☐
   3. High risk high returns ☐
24. What about your level of involvement before purchasing the insurance policy:
   1. Low involvement ☐ 2. Moderate involvement ☐ 3. High Involvement ☐
25. Please rank the following companies in order of your preference (Acc. to popularity)
   1. ICICI PRUDENTIAL ☐ 2. HDFC STANDARD LIFE ☐
   3. BAJAJ ALLIANZ ☐ 4. BIRLA SUNLIFE ☐
   5. SBI LIFE ☐ 6. RELIANCE LIFE ☐
   7. KOTAK MAHINDRA ☐ 8. MAX NEWYORK ☐
   9. TATA AIG ☐ 10. FUTURE GENERALI ☐
26. Which Company ‘s insurance policies do you have:
   1. LIC ☐ 2. Others ☐
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RESPONSE SHEET OF CUSTOMER SUPPORT EXECUTIVES

ABBREVIATION USED:
Highly Satisfied HS; Satisfied S; Neutral N; Dissatisfied DS; Highly Dissatisfied HD.

Q 1 To what extent you feel satisfied for the following aspects provided by your life Insurance company:

1. Commission/Salary
2. Working Environment
3. Reputation/ Market acceptability/ Brand awareness
4. Service quality of the company
5. Promotional Schemes for Customers
6. Promotional avenues in career
7. Club membership
8. Perquisites given by the company (free mobile/laptop/medical/insurance
9. Repayment of commission (lag of time between accrued & payment)
10. Range of insurance products
11. Product according to need of customer

Q 2. Any other matter for satisfaction:

Q 3. Under what circumstances would you like to change your present company?

Q 4. What suggestion/other facilities do you expect from your present company?

Q 5. Name of your present insurance company: