

# 945

## Advanced Diploma in Insurance

### Unit 945 – Marketing insurance products and services

October 2016 examination

#### Instructions

- Three hours are allowed for this paper.
- **Do not begin writing until the invigilator instructs you to.**
- **Read the instructions on page 3 carefully before answering any questions.**
- Provide the information requested on the answer book and form B.
- You are allowed to write on the inside pages of this question paper, but you must **NOT** write your name, candidate number, PIN or any other identification anywhere on this question paper.
- The answer book and this question paper must **both be handed in personally by you** to the invigilator before you leave the examination room. **Failure to comply with this regulation will result in your paper not being marked and you may be prevented from entering this examination in the future.**



## Unit 945 – Marketing insurance products and services

### Instructions to candidates

Read the instructions below before answering any questions

- **Three hours** are allowed for this paper which carries a total of 160 marks, as follows:

Part I	1 compulsory question (case study)	80 marks
Part II	2 questions selected from 3 (scenarios)	80 marks

- You should answer the question in Part I, and two out of the three questions in Part II.
- **You are advised to spend no more than 90 minutes on Part I and 45 minutes on each question selected in Part II.**
- **It is recommended that you spend 15 minutes reading and planning your answer to the case study and 75 minutes answering it, and that you spend 10 minutes reading and planning your answer to each scenario and 35 minutes answering it.**
- A case study tests extensively across syllabus learning outcomes, whilst a scenario will be more focused on specific learning outcomes.
- Read carefully all questions and information provided before starting to answer. Your answer will be marked strictly in accordance with the question set.
- You may find it helpful in some places to make rough notes in the answer booklet. If you do this, you should cross through these notes before you hand in the booklet.
- Answer each question on a new page. If a question has more than one part, leave six lines blank after each part.

**PART I****Case study****This question is worth 80 marks**

**To gain maximum marks you should include relevant examples and evidence of further reading in your answer**

**1. Case study**

You are the recently appointed Marketing Director for SWX Insurance (SWX) which transacts personal insurances through its call centre and online through SWX's website.

SWX are in the third year of their five-year plan to grow the business from a premium income of £150million to £250million.

As the new Marketing Director you have been provided with reports on the transaction volume through SWX's website and call numbers received at the call centre. These show a downward trend during the last 12 months and SWX has now fallen behind its plan to grow the business. The Board of SWX recognises that changes in the market have influenced the buying behaviour of customers which has negatively affected SWX's sales.

You have conducted research on your products and have concluded that SWX's products are similar to other leading products in the market. The Board believes that the needs of customers have changed and requests your recommendations as to how SWX can achieve its five-year plan.

**Question**

You have been asked to provide a report to the Board that:

- reviews the external influences that affect customer buying behaviour;
- examines how SWX can better understand their customers in order to increase sales;
- assesses how SWX will manage the five-year plan taking into account your understanding of the market changes and customer needs.

**(80)**

**Part II questions can be found on pages 6 and 7**

**PART II****Scenarios****Answer TWO of the following THREE questions****Each question is worth 40 marks**

**To gain maximum marks you should include relevant examples and evidence of further reading in your answer**

**2. Scenario**

You are the Marketing Manager for OPL Brokers (OPL), an insurance intermediary that has 100 branches around the country.

The number of customer visits to some branches has reduced significantly and the Board of OPL have decided to close 30 branches within the next three months to reduce costs. The Board are concerned that the closure of these branches will have a negative impact on the brand and customers will move to competitors.

**Question**

Prepare a report to the Board that:

- examines the actions that can be taken to limit the damage to the brand;
- reviews the types of message and media that could be used to maintain the brand.

**(40)****3. Scenario**

You are a member of the marketing team of WHZ Insurance (WHZ). WHZ underwrites different types of commercial insurance products.

The Marketing Director has asked you to review one of the products. Whilst still profitable, this product has remained unchanged for some years and sales of this product are no longer growing. The Marketing Director has reviewed the distribution channels and has no plans to change them.

**Question**

You are required to provide a report that:

- examines why sales may no longer be growing for this product;
- evaluates options that may be available to increase sales.

**(40)**

**4. Scenario**

You are the newly appointed Marketing Director for TIG Insurance (TIG), an insurance intermediary that provides commercial and personal insurance. TIG has recently acquired three other similar businesses.

The Board of TIG recognises the importance of customer service delivery as a competitive differentiator. They are concerned about inconsistent customer service across the existing and the newly acquired businesses and have asked you to conduct a review.

**Question**

Prepare a report for the Board that:

- reviews how the customer service delivery can be improved;
- examines how the customer service delivery can be standardised across the entire business.

**(40)**

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