

Dear Sir/Madam

This survey is conducted to gather information about *image gap analysis of life insurance services in Assam*; and it is to inform you that the survey is without any prejudice to any group or party and exclusively meant for the academic purposes. You are therefore earnestly requested to fill it up in spirit to help me.

QUESTIONNAIRE cum SCHEDULE- I
PART A

1. Name (Optional):

2. Do You have a Life Insurance Policy:

Yes No

3. Age: [1] 18- 25 years [2] 25- 40years [3] 40-55years [4] 56 years and above

4. Sex: Male Female

5. Address(Optional):

.....
.....
.....
.....

Ph/Mob(Optional).....

6. Occupation (Business/ Service):

7. No. of Life Policies you own:

1 2

3 > 4

8. Life Policies purchased from:

LICI Private Both

9. Educational qualification

Matriculation Senior Secondary

Graduate Post-Graduate

10. Annual Income: Below 1lakh 1-2 lakh 2-3 lakh
above 3lakh

QUESTIONNAIRE cum SCHEDULE- I (PART B)
(Customer Solution Dimension Related)

In respect of the following statements [indicated in column 2] tick in the appropriate alternatives about your expectation in column 3 ;similarly, in respect of the statements [in column 2] tick in appropriate alternatives about your experience again in column 4, where SDA= STRONGLY DISAGREE, DA= DIS-AGREE, NAND = NEITHER AGREE NOR DISAGREE , A = AGREE and SA = STRONGLY AGREE

<i>Sl. No..</i>	<i>Items</i>	<i>I expected that</i>	<i>But, in reality I find that</i>
1	I have knowledge about the investment in life insurance products	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
2	The Information handouts for the life insurance Products are easily available	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
3	Awareness of complex rules and regulations of Life Insurance	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
4	Easy to enter into an insurance contract for life coverage by Downloading Application form	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
5	The Online submission of proposal form facility is very good	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
6	The Status checking of Application form online is very easy	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
7	The KYC (Know Your Customer) documents guidelines are readily available	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
8	Information required for issuance of the policy are readily available for submission to LIC	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
9	Understanding about the complex rules and regulation of Life Insurance investment	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
10	Awareness about the various tax benefits offered by my Life Insurance Policy	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
11	I faced problems when I sign the form in vernacular language	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
12	Understanding the form which was being used for buying the policy	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
13	Awareness of the 15 days free look period	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
14	Understanding about how to select a Life Insurance company for investment in life insurance	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
15	Nil or Low maturity for surviving beyond the term period is the main disadvantage of Term plan	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
16	The restriction regarding age at entry point is the biggest bar for Term Plan	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
17	Steady Maturity Value of Endowment Plans	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
18	Assured maturity value of Endowment Plans	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
19	Understanding about how to calculate the maturity value from the investment of Endowment Plans	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA

<i>Sl. No..</i>	<i>Items</i>	<i>I expected that</i>	<i>But, in reality I find that</i>
20	Understanding about how to calculate the return from the investment of Endowment Plans	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
21	The Form of Endowment Plan is easy to understand	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
22	Endowment plan can easily assigned to other as collateral security for loan	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
23	The maximum possible period of coverage of life under Endowment Life Insurance Plans is its advantages	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
24	The Whole Life type of Endowment Plans are the most popular plans amongst the types of Endowment Plans	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
25	The short payment type of Endowment Plans in Life Insurance are popular.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
26	The Money Back type of Endowment Plan in Life Insurance are of my likings.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
27	Gurantee of return of the invested sum in respect of ULIP.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
28	The Maturity Value which depends on the NAVs(Net Assets Value) are not certain in respect of ULIP.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
29	Gurantee of Maturity Value in respect of ULIP.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
30	Uncertainty about the return of the invested sum in respect of ULIP.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
31	Time required to track and daily monitoring of NAV in respect of ULIP.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
32	Knowledge of how to utilize NAV related market information for investment decision making in respect of ULIP.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
33	Knowledge of how to select a fund for investment in respect of ULIP.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
34	Knowledge of how to monitor the financial and non financial performance of the fund in respect of ULIP.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
35	Understanding the selling price fixation mechanism in respect of ULIP.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
36	Confidence about the appropriate selling-time in respect of ULIP.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
37	Confidence about the appropriate selling price in respect of ULIP.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
38	I have seen suffering losses by others in ULIP rather than amassing money	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
39	It is very easy to compare insurance plan online	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
40	Complexity in rules & regulations in claim settlement	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
41	Difficulty in claim settlement	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
42	Unnecessary delay in claim settlement	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
43	Dispute with the amount of the claim	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA

<i>Sl. No..</i>	<i>Items</i>	<i>I expected that</i>	<i>But, in reality I find that</i>
		/A/ SA	/A/ SA
44	My investment needs fulfilled by LI Products	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
45	I am aware of and can distinguish the types of the Term Plans	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA

QUESTIONNAIRE cum SCHEDULE- II

<i>Sl. No..</i>	<i>Items</i>	<i>I expected that</i>	<i>But, in reality I find that</i>
1	It requires a continuous outflow of money	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
2	Premium calculation in Life Insurance is very complex	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
3	Mode of Premium in Life Insurance is confusing, which one to choose- Annually, Half Yearly, Quarterly or Monthly	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
4	Understanding about Direct Debit or ECS(Electronic Clearing System)	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
5	Easy to select the premium size for the Life Insurance	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
6	The Online Renewal Payment system is very good	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
7	Premium related information is readily available	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
8	Online comparison of Premium from other competitors is very easy	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
9	Awareness about the Allocation charges, commission etc.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
10	Handouts on Cost Of Insurance and other related charges is available	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
11	Understanding the costs involved in the premium amount	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
12	The single payment policy- where we need to pay the premium in lump sum is very good.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
13	Able to understand the cost structure of the life insurance products	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
14	Understanding about the changes in NAV in respect of ULIP	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
15	Understanding about the pattern of changes in NAV in respect of ULIP	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
16	The volume of premium is affordable compared the coverage in Term Plans	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA

<i>Sl. No..</i>	<i>Items</i>	<i>I expected that</i>	<i>But, in reality I find that</i>
17	Easy to calculate the Premium for Endowment plans	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
18	It is difficult to understand the buying price fixation mechanism in respect of ULIP.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
19	Confidence about the appropriate buying-time in respect of ULIP.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
20	Confidence about the appropriate buying price in respect of ULIP.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
21	The premium of Term Plans are confusing	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
22	Premium amount of ULIP is simple as Sum Assured is multiple of Premium	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
23	Premium multiplication for Sum Assured to avail tax benefit u/s 80C are known to me in respect of ULIP	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
24	Having proper Knowledge of Riders	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
25	Extra Premium charged due to sub standard age proof are explained properly	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
26	Premium is a factor of Age, as age increases premium increases in case of traditional plans	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
27	Premium is independent of Age in respect of ULIP	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA

QUESTIONNAIRE cum SCHEDULE- III

<i>Sl. No..</i>	<i>Items</i>	<i>I expected that</i>	<i>But, in reality I find that</i>
1	The branches of insurance companies are easily available	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
2	The Branches are easily accessible	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
3	The Branches are providing speedy services	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
4	The Branches are able to address to the complains and any other issue	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
5	The Branch provides a pleasant service	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
6	All life insurance products are locally available.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
7	There is an office of the company locally	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
8	Doubt about the integrity of the local agent	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
9	Knowledge about where to register my protest and get my grievance redressed.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
10	Services of postal/Courier services influences my decision making in investment in life insurance	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA

<i>Sl. No..</i>	<i>Items</i>	<i>I expected that</i>	<i>But, in reality I find that</i>
11	Confidence of the Information Technology mode of availing Life Insurance Investment	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
12	Knowledge of availing Life Insurance Service from my home using e-mode of services	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
13	The Postal Life Insurance Service is good	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
14	The opening up of the branches at the major towns helps the business of Life Insurance grow	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
15	The opening up of the branches at the major towns helps customer to buy locally	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
16	The opening up of the branches at the major towns helps customer to sell locally	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
17	The opening up of the branches at the major towns helps customer to pay renewal locally	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
18	The opening up of the branches at the major towns helps customer to do alterations in policy locally	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
19	The online e-mode of buying Life Insurance has given the way to commit frauds	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
20	The Bancassurance & other channels of Life Insurance have made it easily available.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
21	The Agent can provide sufficient information about the product	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
22	The application forms are available locally at the branch	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
23	The Form of Endowment Plan is easy to understand	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
24	Surrender form are easily available at the branch	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
25	Branch helps in smooth surrender of policy	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
26	Branch helps in smooth modifications in policy	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
27	Difficulty in selecting the channel to buy the LI product	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA

QUESTIONNAIRE cum SCHEDULE- IV

<i>Sl. No..</i>	<i>Items</i>	<i>I expected that</i>	<i>But, in reality I find that</i>
1	Nobody told me about the investment in Life Insurance	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
2	I do not have sufficient education required for Life Insurance Investment	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
3	Others told me investment in ULIP is risky	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
4	There is no coaching/counseling/ locally.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA

<i>Sl. No..</i>	<i>Items</i>	<i>I expected that</i>	<i>But, in reality I find that</i>
5	There is little availability of the information/articles/papers in vernacular medium regarding Life Insurance investment.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
6	Information/ articles/papers in vernacular medium regarding Life Insurance investment in papers of vernacular medium are irregular	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
7	An Information/ articles/papers in vernacular medium regarding life insurance investment in papers of vernacular medium carries little information.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
8	There are various Hoardings, news paper advertisements and related Leaflets available	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
9	Very often life insurance scandals are reported in papers and I am afraid of investing in life insurance	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
10	The information KIOSK of the Life Insurance companies are available at major outlets	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
11	The TV commercials gives us the real picture of the product advertised	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
12	The Advertisements gives us all the required information related to Life Insurance	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
13	The advertisement of Life Insurance carries values	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
14	The Handouts gives us all the information required to take a Life Insurance Policy	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
15	I am aware of and can distinguish the types of the Term Plans	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
16	It requires daily monitoring of NAV and I do not know where from to get in respect of ULIP.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
17	I do not know how to get daily monitoring of NAV for financial investment plan in respect of ULIP.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
18	Sufficient knowledge of how to compare the plans of a same company	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
19	Sufficient knowledge of how to compare the available plans from different companies	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
20	Sufficient knowledge of how to compare the Funds in respect to ULIP	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
21	I know companies other than LIC for Life Insurance Investment	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
22	Reports about the investment updates through SMS and emails are received on time	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
23	Confidence on the timely delivery of statements of my ULIP	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
24	Confidence on the reliability of information provided by the fund houses.	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
25	Insurance Awareness Policy of IRDA helps us to know more about LI Products	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
26	Received SMS on birthday from LI Company	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA
27	The Disclaimer is properly displayed in the brochures	SDA/DA / NAND /A/ SA	SDA/DA / NAND /A/ SA

Date & Place:

Sign. (Optional)