

ADMISSION NUMBER											

School of Business

Master of Business Administration MBA Dual Specialization
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - MBHC6010 - Health Insurance

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Evaluate the role of advancements in technology, such as digital platforms and data analytics in presenting opportunities for health insurance companies to improve customer targeting and personalization? K5 (5)

- 2) Imagine you're a financial advisor consulting a client who is considering whether to opt for a yearly premium payment process for their insurance policies. How would you guide them through assessing the advantages and potential challenges of this payment approach, taking into account their financial goals and budgetary considerations? K3 (6)

- 3) Imagine you're a young professional in your mid-30s working in Sun Pharma, newly married, and considering purchasing life insurance to safeguard your family's financial future. In this context, what are the distinguishing characteristics of term life insurance policies compared to whole life insurance policies, particularly concerning coverage duration and premium structure? K4 (8)

- 4) Read the case and answer the following : K3 (9)
- Meet the Johnson family: Sarah, Mark, and their two children, Emily and Jack. They are eager to learn more about health insurance principles to make informed decisions about their healthcare coverage. Sarah works as a freelance graphic designer, while Mark is employed as a software engineer at IBM,Pune.
- Sarah is concerned about the rising healthcare costs and wants to ensure her family is adequately protected. Mark, on the other hand, is interested in understanding how health insurance benefits can support their family's wellness goals.
- As their consultant, you engage the Johnson family in a discussion about health insurance principles that explain risk pooling principle and financial protection and access to care.
- Q1: How can the Johnson family benefit from the principle of risk pooling, especially considering their diverse healthcare needs? (4 marks)
- Q2: Discuss how their health insurance coverage ensures access to essential healthcare services for routine check-ups, preventive screenings, and treatments. (5 marks)
- 5) Mr. and Mrs. Patel, both aged 70, are retired and living in Mumbai, India. Concerned about their healthcare needs in their senior years, they decide to explore health insurance options specifically designed for senior citizens. They approach a reputable insurance provider in India to inquire about senior citizen policies tailored to their needs. K5 (10)
- Questionnaire :
- a)How can Mr. and Mrs. Patel evaluate the reputation and reliability of the insurance provider offering senior citizen health insurance policies to ensure they are making a sound decision for their healthcare needs? (5 marks)
- b)If Mr. and Mrs. Patel have pre-existing medical conditions, how might this influence their choice of health insurance policy, and what factors should they consider when selecting a policy that provides adequate coverage for their needs? (5 marks)
- 6) Bajaj Allianz receives reports of fraudulent cashless cases allegedly occurring at a hospital in Kanpur City. However, upon investigation, it is discovered that no such hospital exists at the reported location. As a TPA (Third-Party Administrator) manager, you are tasked with addressing this fraudulent activity and resolving the issue effectively.What initial steps would you take as a TPA manager upon receiving reports of fraudulent cashless cases from the purported hospital in Kanpur City? K6 (12)