



UG- SKILL DEVELOPMENT COURSE
INSURANCE PROMOTION
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
I	Skill Development Course	Insurance Promotion	30	2	2	50 Marks

Learning Outcomes:

By successful completion of the course, students will be able to;

- Understand the field level structure and functioning of insurance sector and it's role in protecting the risks.
- Comprehend pertaining skills and their application for promoting insurance coverage
- Prepare better for the Insurance Agent examination conducted by IRDA
- Plan 'promoting insurance coverage practice' as one of the career options.

UNIT I:

Section I: **(06 Hrs)**
Introduction of Insurance - Types of insurances. Growth of Insurance sector in India - Regulatory mechanism (IRDA) - Its functions

UNIT II:

Section II: **(10 Hrs)**
Life Insurance plans. Health insurance plans. Products and features. Contents of documents – Sales Promotion methods - Finding prospective customers –Counselling – Helping customers in filing - Extending post-insurance service to customers.

UNIT III:

Section III: **(10 Hrs)**
General Insurance - It's products (Motor, Marine, Machinery, Fire, Travel and Transportation) and features. Contents of documents. Dealing with customers – Explaining Products to Customers - Promoting Customer loyalty. Maintenance of Records.

Co-curricular Activities Suggested: **(4 hrs)**

1. Collection of pamphlets of various insurance forms and procedures
2. Invited Lectures by Development Officers concerned
3. Mock practice of selling of insurance products
4. Preparation of working documents
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Principles of Insurance, Himalaya publishing House
2. Principles and Practice of Insurance, "
3. Fundamentals of insurance, "
4. Life and General Insurance Management, "
5. Financial services, Tata McGraw hill
6. Insurance Principles and Practices, Sultan Chand & Sons
7. Websites on insurance promotion



MODEL QUESTION PAPERS

SKILL DEVELOPMENT COURSES)

Semester: I

PAPER: INSURANCE PROMOTION

Time:2Hrs.

Ma

x Marks: 50

SECTION – A

Answer any **FOUR** questions. Each question carries 5 marks. $4 \times 5 =$
20Marks

1. Functions of IRDA.
2. Point Insurance Services.
3. Five Insurance.
4. Sales promotion methods.
5. Customer Royalty
6. Insurance product promotion.
7. Types of Insurances.
8. Health Insurance.

SECTION – B

Answer **all** the questions. Each question carries 10 marks. 3×10
=30Marks

9. Explain the need and significance of Insurance.
(OR)
10. Briefly discuss the role of IRDA in Insurance promotions and regulations.
11. Write in detailed about life Insurance products and features?
(OR)
12. Discuss the doubts for health Insurance ? Narrate the issues in helping customer infiling.
13. Write about the significance of general Insurance?
Explain any TWO generalinsurance productives
(OR)
14. Explain the procedure in handling and dealing with the customers and enhancing thecustomer royalty .