



**PARVATHANENI BRAHMAYYA**  
**SIDDHARTHA COLLEGE OF ARTS & Science**  
*Autonomous*  
Siddhartha Nagar, Vijayawada – 520010.  
*Re-accredited at 'A+' by the NAAC*

**23COSDL102: Insurance Promotion**      **Skill Development Course**      **Offered to : All UG Programs**

**Year of Introduction: 2023-24**

**Semester : II**

**30 Hours**

**Credits : 2**

**Course Outcomes:**

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

CO1: Understand the field level structure and functioning of insurance sector and it's role in protecting the risks. PO5

CO2: Able to classify the insurance. PO5

CO3: Comprehend pertaining skills and their application for promoting insurance coverage. PO6

CO4: Prepare better for the Insurance Agent examination conducted by IRDA & Plan 'promoting insurance coverage practice' as one of the career options. PO5

CO5: Elucidate about the concept of risk and procedure for settlement of claims. PO6

CO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1					H				
CO2					H				
CO3						M			
CO4						H			
CO5						H			

**Unit :1**

Introduction to Insurance - Types of Insurance, Growth of Insurance Sector in India - Regulatory Mechanism (IRDA) - It's Functions.

**Unit-II**

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**

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'

**Text Book:**

1. Insurance Promotion- Jjagroop Singh, Satish ahuja –Kalyani Publishers.



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**Model Paper**

**Course Code: 23COSDL102**

**INSURANCE PRAMOTION**

**Semester – II**

**Duration: 2Hrs**

**Max Marks: 35 M**

**Section - A**

**Answer any THREE of the following**

**3 x 5 =15M**

1. Explain the term “Insurance”.
2. Elaborate on “Life Insurance”.
3. Explain about Marine Insurance.
4. Write a short note on “maintenance of records” by a general insurance company.
5. Explain the “Motor Insurance”.

**Section - B**

**Answer any TWO of the following**

**2 x 10 = 20 M**

6. Explain various types of insurances.
7. Explain various functions of IRDA.
8. Elaborate on various “health insurance plans”.

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