

# **SRI VENKATESWARA UNIVERSITY**

## **SKILL DEVELOPMENT COURSES**

**COMMERCE STREAM**  
**FIRST YEAR B.Com. – FIRST SEMESTER**

### **INSURANCE PROMOTION** **Under CBCS W.E.F. 2020-21**

#### **Learning Outcomes:**

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

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

#### **SYLLABUS:**

##### **Section I: 06 Hrs**

Introduction of Insurance - Types of insurances. Growth of Insurance sector in India - Regulatory mechanism (IRDA) - Its functions

##### **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.

##### **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.

  
**DIRECTOR**  
Centre for Distance and  
Online Education (CDOE)  
Sri Venkateswara University  
TIRUPATI - 517 502.

  
**REGISTRAR**  
**S.V. UNIVERSITY**  
**TIRUPATI**

**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 & Son
7. Websites on insurance promotion.

# **SRI VENKATESWARA UNIVERSITY**

## **SKILL DEVELOPMENT COURSES COMMERCE STREAM**

### **I SEMESTER**

### **INSURANCE PROMOTION**

**Revised Syllabus under CBCS W.E.F. 2020-21**

### **MODEL PAPER**

**[Max. Marks: 50]**

**[Time: 1½ Hours (90 Min.)]**

#### **Section – A**

**[Total: 4 X 5 = 20 Marks]**

**(Answer any FOUR questions. Each answer carries 5 marks)**

1. Define Insurance.
2. Write about Life Insurance plan.
3. Brief about IRDA regulatory mechanism
4. General Insurance.
5. Explain about post insurance service.
6. What are sales promotion methods?
7. Travel Insurance
8. What is Counselling?

#### **Section – B**

**[Total: 3 X 10 = 30 Marks]**

**(Answer any THREE questions. Each answer carries 10 marks)**

9. Write about the growth in Insurance sector.
10. Explain the types of Insurance.
11. Explain about Products and features of Health Insurance and also write the contents of documents.
12. What are the products of General Insurance?
13. Explain the steps involved regarding to customers.