

Model Paper

SUBJECT: Insurance Promotion

TIME: 2 hrs

Course: BBA - I SEM

Max marks: 50 M

Answer all the following

(5x10=50)

1. Explain the role of insurance in Financial Planning and Discuss the role of General Insurance

(Or)

2. Explain Indian Government approach towards Insurance Sector and also Discuss the evolution of Life Insurance

3. Explain the procedure to select the Best Life Insurance Plans and also Discuss various characteristics of Online Life Insurance Plans

(Or)

4. Explain about sales promotion of Life Insurance and also Discuss Various activities related to Insurance Sales Promotion

5. Explain various types of Life Insurance Plans and Explain about the contents of Documents for Life Insurance

(Or)

6. Explain importance of Transportation Insurance and Explain various types of Transportation Insurance

7. Explain about the promoting customer loyalty for General Insurance

(Or)

8. Explain various types of Motor Insurance and Discuss features of Motor Insurance.