



**MODEL QUESTION PAPERS**

SKILL DEVELOPMENT COURSES)  
Semester: I  
**PAPER: INSURANCE PROMOTION**

Time:2Hrs.

Max Marks: 50

**SECTION – A**

Answer any **FOUR** questions. Each question carries 5 marks.

4 x 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 x 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 in filing.
13. Write about the significance of general Insurance? Explain any TWO general insurance productives  
(OR)
14. Explain the procedure in handling and dealing with the customers and enhancing the customer royalty .