

Insurance II
(Principles and
Practice) 100
Marks-75 Lectures

UNIT I Claim management (25 marks-20 lectures) Life insurance-maturity and death claims in detail. meaning of grace days, nomination, assignment, surrender value.

General Insurance- claim procedure for general insurance.

procedure for claims in fire, marine and motor vehicle insurance. role of surveyor. **UNIT II Insurance**

agents (25 marks-18 lectures)

Definition of an agent, agents regulations, procedure for becoming an agent, functions of an agent, methods of remunerating agents, agency as a profession, insurance ethics, prerequisites for agents success, responsibilities of an agent.

UNIT III Insurance marketing (25 marks-18 lectures) Meaning, features, insurance marketing mix, scope of insurance marketing,

Reasons for success of Insurance Companies in general.

Distribution Channels(traditional and modern), Marketing Strategies of insurance companies ,

UNIT IV Emerging concepts in insurance industry (25 marks-19 lectures)

Rural Insurance: Need and potential for Rural Insurance different rural insurance policies only objectives and benefits/schemes- Aqua Culture, Cattle, Failed Well, Farmers Package, Fish, Floriculture, Horticulture and Poultry insurance.

Reinsurance, Double Insurance, Banc assurance, E-insurance-meaning, features and advantages

Books for Study and Reference:

Principles and Practice of Insurance-Dr Periaswamy, Himalaya Publishing House Insurance and Risk Management-Dr P.K. Gupta, Himalaya Publishing House

Risk Management- Ramakrishna Reddy and Murali Krishna, Discovery Publishing House, New Delhi

Fundamentals of Insurance-Dr P.K. Gupta, Himalaya Publishing House

Insurance Law and Practice-C.L. Tyagi and Madhu Tyagi, Atlantic Publishers and Distributors.