

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.

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.

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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.

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SKILL DEVELOPMENT COURSES

COMMERCE STREAM
FIRST YEAR B.Com. – FIRST SEMESTER

OFFICE SECRETARYSHIP

Under CBCS W.E.F 2020 - 21

Learning Outcomes:

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

- 1. Understand the organizational hierarchy and outlines of functioning*
- 2. Comprehend the role of office secretaryship in a small and medium organization*
- 3. Acquire knowledge on office procedures and interpersonal skills*
- 4. Apply the skills in preparing and presenting notes, letters, statements, reports in different situations.*

Syllabus UNIT I: 06 hrs

Introduction – Organisational structure of a small and medium organization – Types of offices - Kinds of secretaries - The scope of office secretaryship

UNIT II: 10 hrs

The role of an office secretary -Duties and responsibilities- Usage of different devices - Flowchart and office manuals – Coordinating different wings of an office/organisation – Arranging common meetings - Operations of banking and financial services - travel and hospitality management services

UNIT III: 10hrs

Office procedures – Filing– Circulating files - Preparation of notes, circulars, agenda and minutes of meetings – Issue of press notes - Maintenance of files and records - Inventory, office, human resources, financial and confidential - maintaining public relations.

Co curricular Activities: 04 hrs

1. Visit various organizations (Hospitals, Hotels, Hospitality centers)
2. Preparation of appointment letters, dismissal letters, memos, Issue of appreciation/ motivation letters,
3. Releasing of Press notes, notices and circulars
4. Arranging invited lectures from office executives, auditors and managers
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Rapidex Professional course - PustalMahal Group
2. James Stromen, Kevin Wilson and Jennifer Wauson - American Management Association
3. M.C.Kuchal, Secretarial Practice - S.Chand Publications
4. Charles K.B 1856 Ober - The Association of Secretaryship - Nabu Press
5. Websites on Office secretaryship

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SKILL DEVELOPMENT COURSES COMMERCE STREAM

I SEMESTER

OFFICE SECRETARYSHIP

MODEL PAPER

[Max. Marks: 50]

[Time: 1 1/2 Hours (90 Min.)]

Section – A

[Total: 4 x 5 = 20 Marks]

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

1. Write about organizational structure.
2. Define office secretary ship.
3. What are office manuals?
4. What are different wings of organization?
5. What is filing?
6. Issue of press note
7. Write a brief note on arranging common meetings?
8. Define human resources.

Section – B

[Total: 3 X 10 = 30 Marks]

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

9. Explain the types of offices and scope of office secretary ship.
10. Explain the role, duties and responsibilities of an office secretary.
11. What are the operations of banking and financial services?
12. Write the preparation of notes, circulars, agenda and minutes of meetings.
13. How do you maintain public relations?