

# DEPARTMENT OF COMMERCE

## VOCATIONAL COURSE -III

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### FUNDAMENTALS OF INSURANCE

**UNIT-I:** Introduction to Insurance: Purpose and need of insurance. Insurance as a social Security tool; Insurance and economic development. Fundamentals of Agency Law:- Definition of an agent; Agents regulations, Insurance Intermediaries, Agents' compensation.

**UNIT-II:** Procedure for Becoming an Agent Pre-requisite for obtaining a license; Duration of license; Cancellation of license; Revocation or suspension/termination of agent Appointment; Code of conduct; Unfair practices.

**UNIT-III:** Functions of the Agent Proposal form and other forms for grant of cover, Financial and medical underwriting. Material information. Nomination and Assignment. Procedure regarding settlement of policy claims.

**UNIT-IV:** Company Profile:- Organisational setup of the company. Promotion strategy; Market share. Important activities, Structure, Product, Actuarial Profession, Product pricing actuarial aspects; Distribution channels.

*M.H.*

*K.R.P.*

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**Department Of Commerce**  
**Vocational Course - IV**  
**Sales Management**

**Course Objective:** The aim of the course is to build knowledge, understanding and skills of salesmanagement among the students.

**Unit-I:**

**Sales Management** – Meaning, Significance. Functions of Sales executives, Types of sales executive, Qualities of sales executive. **Sales forecasting** :- Meaning, Methods.

**Unit-II:**

**Salesman** – Selection, Training, Remuneration & Evaluation of salesman performance. Personal & Impersonal selling

**Unit-III:**

**Sales Distribution** – Physical Distribution System, Factors affecting distribution system, Channels of Distribution.

**Unit-IV:**

**Marketing Survey & Project**

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