306K Insurance, Transport and Tourism-III

Unit No	Topic
1	The Insurance Customer Customers are Different- Different Mind sets, Their Satisfactions-Ethical Behaviours- Risk Management- Avoidance or Prevention-Reduction- Retention- Transfer- The techniques, Separation- Duplication, Diversification- Retention and The Individual.
2	**Underwriting** – Origin, Definition, Objectives & principles of underwriting, Underwriting process- source of information concerning life insurance risk, special underwriting practices in areas such as non-medical insurance, guaranteed issue insurance, reinstatement & policy changes and highly impaired risk.
3	**The Insurance Market:** Life and Non-life Insurers- Reinsurers- Individual and Corporate Agents-Brokers- Surveyors- Medical Examiners- Third Party Administrators- Regulator IRDA- Insurance Councils- Ombudsmen- Educational Institutes- Councils- Tariff Advisory Committee.
4	**Insurance Business Current Scenario & Future** : Privatization, Foreign Direct Investment in India, Status of Indian Insurance Industry in the context of International Insurance Market, Challenges & Future of Insurance Business in India, Insurance Regulatory Systems in UK and USA. Right to Information Act and Insurance Business
5	**Tour Package**	Tour Package 5.1 Meaning of Tour Package 1.2 Significances of Tour Package 1.3 Types of Tour Packages 1.4 Components of Tour Package 1.5 Factor Affecting the Tour Package Formulation 1.6 Tour Package Design and Selection Process
6	**Tour marketing**	Tour marketing 6.1 Tour brochure 6.2 Market segmentation and target market 6.3 Tourist buying behavior and the role of tour operators 6.4 Image, branding and positioning 6.5 Distribution system 6.6 Career in tour marketing
7	**Pre-tour Preparations**	Pre-tour Preparations 7.1 Tour booking and administration 7.2 Travel documents3.3 Tour manager briefing 7.4 Pre-departure meeting
8	**Managing the Tour**	Managing the Tour 8.1 Arrival procedures 8.2 Handling emergencies 8.3 Post-tour activities 8.4 Tour guiding 8.5 Need of quality and customer satisfaction