

April 2011 Examination – 945 Marketing insurance products and services	
Question	Syllabus learning outcome(s) being examined
1	1. Understand the role and operation of marketing in the insurance industry 2. Understand marketing theory and concepts and their application to the insurance industry 3. Analyse relevant information to develop a marketing strategy for insurance products and services 4. Implement and deliver a marketing strategy
2	1. Understand the role and operation of marketing in the insurance industry 2. Understand marketing theory and concepts and their application to the insurance industry 3. Analyse relevant information to develop a marketing strategy for insurance products and services 4. Implement and deliver a marketing strategy
3	1. Understand the role and operation of marketing in the insurance industry 2. Understand marketing theory and concepts and their application to the insurance industry 3. Analyse relevant information to develop a marketing strategy for insurance products and services 4. Implement and deliver a marketing strategy
4	2. Understand marketing theory and concepts and their application to the insurance industry 3. Analyse relevant information to develop a marketing strategy for insurance products and services 4. Implement and deliver a marketing strategy

This list is not exhaustive, marks will be awarded for relevant information and other learning outcomes.