

October 2015 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 insurance product and service development and positioning 3 – Understand the distribution of insurance products and services 4 – Understand the role of communication in the marketing of insurance products and services.
2	1 - Understand the role and operation of marketing in the insurance industry 2 - Understand insurance product and service development and positioning 3 – Understand the distribution of insurance products and services 4 – Understand the role of communication in the marketing of insurance products and services.
3	1 - Understand the role and operation of marketing in the insurance industry 2 - Understand insurance product and service development and positioning 3 – Understand the distribution of insurance products and services 4 – Understand the role of communication in the marketing of insurance products and services.
4	1 - Understand the role and operation of marketing in the insurance industry 2 - Understand insurance product and service development and positioning 3 – Understand the distribution of insurance products and services 4 – Understand the role of communication in the marketing of insurance products and services.

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