

April 2016 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 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 3 – Understand the distribution of insurance products and services
4	2 – Understand insurance product and service development and positioning 3 – Understand the distribution of insurance products and services

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