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## **OPINION SURVEY WITH GENERAL INSURANCE POLICY HOLDERS**

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### **ABSTRACT**

*Insurance is a way of reducing uncertainty of occurrence of an event. Insurance is an investment. It's basic purpose is to derive plans to counteract the financial consequences of unfavourable events. Insurance is a social device for eliminating or reducing the cost to society to certain types of risks.*

*Insurance is essentially a co-operative endeavour. It is the function of the insurance to protect the few against the heavy financial impact of anticipated misfortunes by spreading losses among many who are exposed to risks of similar misfortune.*

*In general, insurance can be broadly classified as Life Insurance and Non-Life Insurance. The term "Insurance Marketing" refers to the marketing of insurance services with the motto of customer - orientation and profit-generation. The insurance marketing focuses on the formulation of an ideal mix for the insurance business so that the insurance organizations survive and thrive in a right perspective. The quality of services can be improved by formulating a fair mix of the core and peripheral services.*

*The marketing concept in the insurance business is concerned with the expansion of insurance business in the best interest of society vis-a-vis the insurance organizations. The present day socio-economic scenario leads to the inevitable basic need for general insurance.*