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MARKETING LIFE ASSURANCE POLICIES IN A DEPRESSED ECONOMY. (A CASE STUDY OF SHELTER INSURANCE PLC ENUGU).

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ABSTRACT

The study was undertaken to investigate the extent to which marketing can increase the revenue base of life assurance business in an inflationary economy.

The first chapter of this project discusses the problems associated with the life assurance operations in a depressed economy, the scope, and also its importance and limitations.

Chapter two reviews the related literature on the topic being studied. The nature of life assurance, types of life assurance policies in Nigeria, Forms of inflation, economic depression, settlement of claims by insurance companies reinsurance role, including the need for reinsurance, the fundamental importance of life insurance standard provisions of Life insurance contract, Tax Aspects of Life insurance, living benefits of life insurance, Effect of sub-standard lives on insurance Premiums, factors that contribute to sub-standard lives computation have all discussed.

Chapter three discusses the sources and types of information applied in collecting research data used in this study.
Chapter four analysis in details all information collected with a view to find the solution to the problem under study.

Chapter five is the summary, conclusion recommendations on ways to solve these problems.