

Project ID : **1450**

Project Name : **A study on customer awareness towards health Insurance with reference with Care Health Insurance**

Project Type : **Marketing**

Project Link : <https://www.readymadeproject.com/FullProjectDetail?id=585>

: <https://www.readymadeproject.com/QuickPay?id=585&type=mba>

Project Report Table of Content

CHAPTER I – INTRODUCTION	5
1.1 Introduction.....	5
1.2 Importance and Significance of the Study	6
1.3 Objectives of the study.....	7
1.4 Hypotheses.....	7
1.5. Research Methodology	7
1.6 Expected Contribution	7
CHAPTER II – THEORETICAL BACKGROUND.....	8
2.1 Introduction.....	8
2.2 Distinctive Nature of Health Insurance.....	10
2.3 Health Care Financing	11
2.4 Health Care and Insurance	11
2.5 Cost of Care and Financial Protection	15
2.6 Standard Definitions of terminology used in Health Insurance.....	17
2.7 IRDA Guide of Health Insurance	25
2.8 Exclusions of Health Insurance	27
2.9 Review of Literature	27
CHAPTER III – INDUSTRY PROFILE.....	31
3.1 Insurance in India.....	31

3.2 Insurance Regulatory and Development Authority of India.....	33
3.3 Health Insurance in India	34
3.4 Privatisation in Health Insurance	35
3.5 Various Schemes of Health Insurance in India.....	36
3.6 Private Sector in Health	40
3.7 Importance of Insurance in India	41
3.8 Organization Profile - Care Health Insurance.....	43
CHAPTER IV – DATA PRESENTATION AND ANALYSIS.....	46
CHAPTER V – FINDINGS, CONCLUSIONS AND SUGGESTIONS.....	59
6.1 Findings.....	59
6.2 Conclusion	60
6.3 Suggestion.....	61
CHAPTER VI – LIMITATIONS AND EXPECTED CONTRIBUTION.....	63
7.1 Limitation.....	63
7.2 Scope of Future Research	63
BIBLIOGRAPHY	64
APPENDIX – QUESTIONNAIRES.....	66

Project Synopsis Table of Content

Introduction	3
Statement of Problem	4
Objectives of Study	5
Research Methodology	5
Limitation of the study:	6
Chapter Design:	6
References:	7



Please contact **R. M. Solution**. 📞 +91-9920329254, 📠 +91-22-28550428

✉ : info@readymadeproject.com or ajprofessionals@gmail.com

🌐 <https://www.readymadeproject.com>

** This is readymade project, for new unique, plagiarism free project order please visit
<https://www.readymadeproject.com/TrainingAndDevelopment>