## MARKETING STRATEGIES OF CEYLINCO INSURANCE CO LTD

## AND

## ORGANISATIONAL CONSUMER BEHAVIOUR

WITH

SPECIAL REFERENCE TO THE

MARINE INSURANCE POLICIES

MR. MURUGESU MATHIYALAGAN



31562

DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY
SRI LANKA
1998





## CONTENTS

1. CHAPTER I	PAGE NO.
INTRODUCTION	1 - 7
2. CHAPTER II	
LITERATURE SURVEY	8 - 31
3. CHAPTER III	
INSURANCE MARKET IN SRI LANKA	32 - 47
4. CHAPTER IV	
DATA PRESENTATION	48 - 57
5. CHAPTER V	
DATA ANALYSIS	58 - 63
6. CHAPTER VI	
CONCLUSIONS AND RECOMMENDATIONS	64 - 66
7. ANNEXURES	
QUESTIONNAIRES AND DIRECT INTERVIEW QU FORMAT MARINE PROPOSAL FORM AND MAR (CARGO)	JESTIONS INE CLAUSES

8. REFERENCE AND BIBLIOGRAPHY