

## LIC ADO Syllabus

### LIC ADO Syllabus 2023: Prelims

Here we have provided below the section-wise LIC ADO syllabus 2023 for all the sections.

#### LIC ADO Syllabus 2023: Reasoning

- Syllogism
- Inequality
- Coding Decoding
- Blood Relation
- Direction & Distance
- Order & Ranking
- Input-Output
- Alphanumeric Series
- Puzzles
- Seating Arrangement

#### LIC ADO Syllabus 2023: English

- Reading Comprehension
- Cloze Test
- Antonym/Synonym
- Sentence Rearrangement
- Phrase Replacement
- Idioms & Phrases
- Fillers
- Error Detection

#### LIC ADO Syllabus 2023: Numerical Ability

- Average
- Age
- Ratio & Proportion
- Percentage
- Profit & Loss
- Speed, Time & Distance
- Time & Work
- Boat & Stream
- SI-CI
- Probability
- Permutation & Combination
- Partnership
- Mixture & Allegation
- Mensuration

## LIC ADO Syllabus 2023: General Knowledge

- National Current Affairs
- Awards & Honors
- Index & Reports
- Capital & Currency
- Obituaries
- International current affairs
- Budget
- Monetary policy

## LIC ADO Syllabus 2023: Mains

### LIC ADO Syllabus 2023: Insurance Marketing

Insurance marketing is one of the deciding factors in the LIC ADO main examination. There are two main segments that lie in Insurance marketing i.e. Insurance market awareness and financial awareness.

#### Insurance Market Awareness

- Introduction and Life Insurance History, General Insurance History, Types of Insurance, Indian Insurance Market, Insurance Current Affairs, Insurance Ombudsman, Bancassurance, and Current insurance schemes
- Sector Insurance Companies, ULIP (Unit Linked Insurance Plan Public), Glossary of Insurance Terms, Private Sector Insurance Companies.
- Abbreviations related to Insurance Industry, Employment State Insurance Scheme (ESIS). Other important topics such as Insurance Awareness, Schemes of Insurance such as PMFBY, PMJJBY, PMSBY etc.

#### Financial Awareness

- Indian Financial Market
- Derivative markets and private investing as well as Primary markets and secondary markets
- Stock markets and Bond markets
- Capital markets and the government
- Insurance Industry, Mutual Funds, Regulatory Agencies and Insurance Industry
- Role of Money markets in financial system
- Special Statutes of Certain Financial Intermediaries and Foreign exchange study of the interbank market
- Financial Stability and Development Council, Establishment of FSDC, International Financial Organization