Code:

```
#include <stdio.h>
#include <stdlib.h>
struct Node {
    int data;
    struct Node *next;
};
struct Node *head = NULL;
void insert(int data) {
    struct Node *newNode = (struct Node*)malloc(sizeof(struct Node));
    newNode->data = data;
    newNode->next = NULL;
    if (head == NULL)
        head = newNode;
    else {
        struct Node *temp = head;
        while (temp->next)
            temp = temp->next;
        temp->next = newNode;
    }
}
void display() {
    struct Node *temp = head;
    printf("Linked List: ");
    while (temp) {
        printf("%d -> ", temp->data);
        temp = temp->next;
    }
    printf("NULL\n");
}
```

```
int main() {
    insert(10);
    insert(20);
    insert(30);
    display();
    insert(40);
    display();
    return 0;
}
```

Output:

```
Output

Linked List: 10 -> 20 -> 30 -> NULL
Linked List: 10 -> 20 -> 30 -> 40 -> NULL
```