

National Law University, Jodhpur

Mid Term Examination- Winter Semester, 2026

Subject: Business Communication - I

Class: MBA Insurance (Semester-II)

Time: 90 minutes

Total Marks: 50

**Instructions:**

- All questions are mandatory; no choices are provided.
- The word limit for each answer is mentioned along with the marks allotted for the respective question.

**Questions:**

Q.1). Case Scenario: An insurance advisor, Rohan, is presenting a life insurance policy to a group of corporate clients who are considering insurance coverage for their employees. During the presentation, he speaks very quickly and frequently uses complex technical terms. He assumes that the clients already understand these technical terms and therefore does not explain them or check whether the audience is following the discussion. As the presentation progresses, several clients appear confused and disengaged, and they leave the meeting without clearly understanding the policy benefits.

Analyse the above case scenario and identify the sender-related barriers to communication that affected the effectiveness of the presentation. Explain how these barriers created gaps in the communication process and suggest appropriate strategies that could improve clarity and client understanding.

(word limit is 400-500 words; 20 marks)

Q.2). Critically assess the Shannon–Weaver Model of Communication as a theoretical framework. Based on your analysis, evaluate its strengths in relation to the linear model and propose why it may be insufficient for explaining two-way communication processes.

(word limit is 400-500 words; 20 marks)

Q.3). Write a note on the elements of communication.

(word limit is 300 words; 10 marks)

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