

12 MAY 2023

NATIONAL LAW UNIVERSITY, JODHPUR  
End Term Examination- Winter Semester 2023  
Semester: MBA Insurance II Semester  
Subject: Business Communication I

Marks: 100

*Instructions:*

1. Follow the examination protocol
2. Attempt any five out of six questions

**Q1.** The Board of Directors at HDFC Ergo General Insurance Company met on 25 February, 2023 at the Head office in Ahmedabad and transacted the following business: new road map for venturing into agricultural insurance, discussing modalities of tie up with SEWA for insuring women workers in informal sector, new underwriting procedures in the light of changes in legislation, proposal for benefitting from 49% FDI, aggressive advertising strategies for enhancing customer base and revamping the group insurance policy. Write the notice, agenda and minutes for the aforementioned meeting followed by a note of dissent.  
(Marks 20)

**Q2.** The employment news dated 15 April 2023 carries a vacancy for the post of Underwriter in Universal Sompo Insurance Company. Draft your resume and present your suitability for the post via an accompanying email.  
(Marks 20)

**Q3.** According to Eric Berne, "Games are sets of ulterior Transactions, repetitive in nature, with a well-defined psychological pay off." In the light of the statement, discuss Eric Berne's Game Analysis.  
(Marks 20)

**Q4.** According to a 2023 study published in the Journal of Patient Safety, as many as 440,000 people die each year from preventable medical errors. The Joint Commission estimates that 80 percent of these errors involve miscommunication.

In light of this information, discuss the chief barriers to communication in the medical profession between caregivers and patients.  
(Marks 20)

**Q5.** In India, 28.6% of adults above 15 years and 8.5% of students aged 13-15 years use tobacco in some form or the other. This makes the country the second largest consumer of tobacco in the world. Tobacco use is known to be a major risk factor for several non-communicable diseases such as cancer, cardiovascular disease, diabetes, and chronic lung diseases. India also bears an annual economic burden of over ₹1,77,340 crore on account of tobacco use. Yet, there has been no major increase in taxation of tobacco products to discourage the consumption of tobacco in the past four years since the introduction of the Goods and Services Tax (GST) in 2017 except for a small increase in the national calamity contingent duty (NCCD) in the 2020-21 Union Budget which only had the effect of increasing the average price of cigarettes by about 5%.

The lack of tax increases in post-GST years might mean that some current smokers smoke more now and some non-smokers have started smoking. This could potentially lead to a reversal of the declining trend in prevalence.

The Union government should take a considerate view of public health and significantly increase excise taxes — either basic excise duty or NCCD — on all tobacco products. Taxation should achieve a significant reduction in the affordability of tobacco products to reduce tobacco use prevalence and facilitate India's march towards sustainable development goals.

Along with increase in taxation, significant mass media campaigns, using the 7 Cs of communication, should also be brought out in the public domain highlighting the harmful impact of tobacco usage.

Elaborate on how you shall meaningfully employ the PAIBOC model to create a mass media campaign to combat tobacco usage. **(Marks 20)**

**Q6.** Being interviewed is, frequently, a challenging process and requires preparation. Any interviewer will intend to use the process to find out as much as possible about you and your approach so a decision can be made as to whether or not you will be the best fit for their organization. There are likely to be, as a result, a number of questions that in any interview are likely to be asked in some form or other. You can prepare for these commonly asked questions by identifying what they might be and what your answer should be to each.

Identify the top ten questions you think would be asked during an interview along with a model correct answer for the same. **(Marks 20)**

24 FEB 2023

NATIONAL LAW UNIVERSITY, JODHPUR  
Mid Term Examination- Winter Semester 2023  
Semester: MBA Insurance II Semester  
Subject: Business Communication I

Marks Allotted: 50

*Instructions:*

1. All questions are compulsory
2. Follow the examination protocol

**Q1.** Your company is launching a new fire insurance scheme which will cater to the needs of rural clients.

- a. Which medium of communication will you use to reach out effectively to your target clients?
- b. How will you tackle some of the barriers to communication you will encounter while tackling a rural clientele?  
(Marks 10\*2= 20)

**Q2.** An acquaintance of yours has the qualification of an architect, has worked as a restaurant manager, trained teachers on innovative methods of teaching, worked in the marketing department of an insurance company, is a good guitar player, excelled in basketball during college, is part of an NGO working for curtailing child marriages etc. He now wishes to apply for a Consultancy position in Go Digit Insurance. Draft a suitable resume for him. Invent facts and dates wherever necessary.  
(Marks 20)

**Q3.** Sanjeev Verma, owner of a small business employing 25 people, has an appointment with Anshuman Vyas, Vice President of Metropolitan Bank, to discuss a two-crore loan required for expansion of business. What guidelines can you give Sanjeev regarding his non-verbal behavior at the meeting?  
(Marks 10)