

**UKA TARSADIA UNIVERSITY**  
**B.Pharm. (3rd Semester)**  
**Subject :030020305 - Communication Skills**

Time : 2.30 pm to 5.30 pm

Date : 29/05/2014

Duration: 3 Hours

Max. Marks: 70.

**Instructions:**

1. Attempt all questions.
2. Write each section in a separate answer book.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks allocated to that question.
5. Draw diagrams/figures whenever necessary.

**Section-1**

**Q-1 (A) Choose the correct answer**

[07]

1. High levels of mercury \_\_\_\_\_ in some fish. (Occur/Occurs)
2. Food between the teeth \_\_\_\_\_ in decay. (result/results)
3. Six hundred rupees \_\_\_\_\_ the price of that shirt. (is/are)
4. Dogs and cats \_\_\_\_\_ to have their feed on time. (love/loves)
5. The majority of our friends \_\_\_\_\_ successful. (is/are)
6. Everyone \_\_\_\_\_ done their homework. (has/have)
7. Our thanks \_\_\_\_\_ to the workers who supported the Union. (go/goes)

**Q-1 (B) Answer the following in brief. (Any 4)**

[08]

1. Define the term 'Resume'.
2. Types of communication in Pharmacy.
3. Differentiate between Verbal vs. Non verbal communication.
4. Flow of Communication
5. Write any two Interpersonal vs. Intra personal Barriers .
6. What is Group Discussion?

**Q-2 Answer the following.**

[10]

- A. Write a letter to a buyer (ABC Ltd.) with whom you (XYZ Ltd.) are working for three years, in order to sell 1000 units of your new product.

**OR**

- A. Write a Sales Letter to sell your "The Ultimate" (a Hi Tech series in Sunglasses) Sunglasses.

B What are the objectives of Interview? Explain the types of Job Interview.

**OR**

B Explain different types of Interpersonal barriers of Communication.

**Q-3 Answer the following in detail. (Any 2)** [10]

1. How many types of Interviews are there? Explain any four.
2. What is language? Explain its characteristics in brief.
3. Explain the levels of Communication.

## **Section-2**

**Q-4 (A) Fill in the blanks with suitable model.** [07]

1. He \_\_\_\_ speak Chinese. (can/could)
2. You \_\_\_\_ focus more on your family and less on work. (should/can)
3. Papa \_\_\_\_ I go for the picnic. (may/can)
4. Students \_\_\_\_ pass the entrance exam to study in this school. (must/have to)
5. If he were an actor, he \_\_\_\_ be in action movies. (would/should)
6. Your schedule is very tight, you \_\_\_\_ visit the Zoo during your visit. (can/might)
7. One \_\_\_\_ follow the law of the country. (must/have to)

**Q-4 (B) Answer the following in brief. (Any 4)** [08]

1. Elements of letter.
2. Write any two types of business letters.
3. Differentiate between Memo vs. Resume.
4. Technical instructions.
5. What are the Lab test reports.
6. State any two Condensation techniques.

**Q-5 Answer the following.** [10]

A. Write a Letter to place an order of 30 A.C. for your new office premise.

**OR**

A. Write a letter to remind your customer of his/her overdue of Rs. 5000 against His/her Account No 1010.

B. Explain all the elements of style in Technical writing.

**OR**

B. Explain the different forms of Technical Writing in brief.

**Q-6 Answer the following in detail. (Any 2)** [10]

1. Explain different types of Report.
2. What is Technical Proposal? Briefly discuss its structure.
3. Explain the main steps involved in writing Technical Description.

