

UKA TARSADIA UNIVERSITY

B.Pharm. (3rd Semester)

Subject :030020305-Professional Communication

Time : 2.30 pm to 5.30 pm

Duration : 3 Hours

Date : 29/05/2014

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) Do as directed.

[07]

- I) My brother never _____ (tell/tells) a lie.
- II) The boys _____ (are flying/was flying) kites on the roof.
- III) I _____ (have known/has known) you for 4 years.
- IV) We _____ (had lived/have been living) in Delhi since 1957.
- V) She is reciting a poem. (change into passive voice)
- VI) The people speak English all over the world. (change into passive voice)
- VII) This question can be solved by me. (change into active voice)

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

[08]

- I) Differentiate between general and technical communication.
- II) Use the following homonyms in sentences for easy understanding
pulse, pulse
- III) Use the following homonyms in sentences for easy understanding
book, book
- IV) Define noise.
- V) Write a short note on communication across cultures.
- VI) Differentiate between active listening and passive listening

Q-2 Answer the following.

[10]

- A) Define the term communication. Explain communication cycle with diagrammatic presentation in detail.

OR

- A) Explain the main elements of non-verbal communication.
B) What is meant by an interview? What are the different types of interview?

OR

- B) Briefly explain barriers to effective listening.

Q-3 Answer the following in detail. (Any 2)

[10]

- A) Explain expectations in you from your prospective employer when you appear for an interview.
- B) Explain importance of writing a resume in job application. Explain standard parts of a resume.
- C) What are the four components of evaluation in a group discussion? Explain them in detail.

SECTION – 2

Q-4 (A) Do as directed.

[07]

- I) There are _____ modes of delivery that can be used for making presentation.

- II) Also known as the letterhead, the ____ (heading, body) shows the organization's name, full address, and telephone numbers.
- III) Unlike personal letters, formal letters have a distinct structure and layout. (Write true or false)
- IV) The word 'report' comes from the Latin word reportare meaning 'to bring back'. (Write true or false)
- V) Define a technical proposal.
- VI) Name any one factor required for planning a presentation.
- VII) The ____ (Impromptu/Memorization) mode as the word suggests, is what we use when we have to deliver an informal speech without preparation.

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

[08]

- I) Define skimming and scanning.
- II) Write in short the objectives of a technical report.
- III) Write a short note on the structure of a business letter.
- IV) Define a topic sentence.
- V) Explain any two types of technical proposal.
- VI) Explain memorization with advantages and disadvantages.

Q-5 Answer the following.

[10]

- A) Define the purpose of presentation. Explain types of visual aids used in presentation.

OR

- A) Explain the characteristics and types of technical proposal.
- B) What are the reasons for poor reading comprehension? Explain techniques for good comprehension.

OR

- B) What is a paragraph? Explain central components of a paragraph.

Q-6 Answer the following in detail. (Any 2)

[10]

- A) Write a letter to Prem Electronics, 14, Shastri street, Chennai complaining about the defects in the color TV you recently purchased from them.
- B) As Works Manager you are asked to investigate the damage caused to the factory by the striking workers. Write a report paying special attention to the causes of the violence and the extent of damage caused suggesting preventive action.
- C) Explain the four modes of delivery in detail giving their advantages and disadvantages.