

UKA TARSADIA UNIVERSITY

B.Pharm. (3rd Semester)

Subject :030020305 - Communication Skill

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) Do as directed.

[07]

- I) Neither the children nor their mother ____ admitted.(were, was)
- II) The public ____ tired of everyday strikes.(is, are)
- III) Everything ____ (change) with time.(use correct form of the verb)
- IV) In a democracy everyone ____ obey the laws of the country.(should/would)
- V) He told me that I ____ go home then.(could/would)
- VI) Mumbai is ____ very costly place to live in.(use proper article)
- VII) We went to the dance show. We did not get the seat. (join the sentences with suitable conjunction)

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

[08]

- I) What do you understand by the term technical communication?
- II) What are the characteristics of mass communication?
- III) Explain brainstorming technique used in group discussion.
- IV) Dispense with the jargon to make the following sentences more effective.
 - i) The oedema in the leg indicates that the leg might be amputated.
 - ii) We are designing a plane to fly at speed above Mach 2.
- V) Write two synonyms for the following words;(any one)
Amalgamation, alleviate
- VI) Define Noise.

Q-2 Answer the following.

[10]

- A) Explain Language and its use in technical writing.

OR

- A) What are the objectives of interview? Also explain the types of interviews in detail.

- B) Explain 'flow of communication'

OR

- B) What is a resume. Explain types of resume in detail.

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

[10]

- A) Why group discussions are held? Describe different techniques used in organizational discussions.
- B) Human communication takes place at different levels. How can you distinguish between intrapersonal and interpersonal communication?
- C) Having completed your B Pharm, you wish to apply for the post of a pharmacist in your field. Prepare a resume to be sent to a company.

Section-2

Q-4 (A) Do as directed. • [07]

- I) Organization usually have a set format for memos and letters, and hence each organization has its own established pattern of _____(oral/written) communication
- II) A _____ (feasibility, memo) report is mainly used for internal communication, that is, within the organization.
- III) What is spam in Emails?
- IV) Define a technical proposal.
- V) The two basic types of technical proposals are sales proposals and _____proposals.
- VI) What does a user manual contain?
- VII) Instructions can be broadly divided into two types? Name them.

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

- I) A negative message needs to be considered well and worded carefully. List few points that might help draft a negative message.
- II) What is a business letter?
- III) List few objectives required to write a formal letter.
- IV) A report may have any one of the formats. Name them.
- V) List few purposes of technical proposal.
- VI) Oral instruction is used in face-to-face or telephonic situations. What are the guidelines required to give instruction?

Q-5 Answer the following. [10]

- A) Write a note on Email including its advantages and limitations.

OR

- A) Explain the various steps involved in condensing a text.
B) Discuss the various types of reports.

OR

- B) Discuss the characteristics of a report.

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

- A) As the purchase Manager of Satyam computers, 9 Naidu road, Hyderabad-500007, you had ordered 2 dozen computers from Hindustan Computers Limited, 140 M.G Road, Bangalore-500001. When the consign-ment arrived, you found some of the pieces in damaged condition. Write a complaint letter to the Sales Manager asking for repair, replacement or compensation.
- B) National Steel Industries Ltd., Mumbai, plans to improve the existing parking facility for the various types of vehicles used by its employees. As the Public Relations Officer, you have been assigned the task of collecting the relevant information for a report to be submitted in this connection. Prepare a mail questionnaire to be circulated among the employees who intend to avail the parking facility.
- C) Assume that you are the Marketing Manager for a professional cricket team. At present you are concerned about season-ticket sales for the coming season. They are well below sales for previous years and hence you plan to do something about it. Draft a sales letter to those 500 people who have bought season ticket last year but not this year.