

# UKA TARSADIA UNIVERSITY

**B.Pharm. (3rd Semester)**

**Subject :030020305-Communication Skills**

Time : 10:00 am to 1:00 pm

**Duration : 3 Hours**

Date : **04/01/2014**

**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) Define varied perception.
- II) We \_\_\_\_\_ already \_\_\_\_\_ (visit)the place.[fill in the blank using appropriate verb form]
- III) Make the sentence using following homophones.  
1. Boar 2. Bore
- IV) Be regular in the class. You will not understand the subject.[join the sentence using appropriate connectors]
- V) Most of the people want to eat homemade food in the office he said. [rewrite the sentence using punctuation mark ]
- VI) Give antonym of “lavish”
- VII) When the children entered in the theater, the show \_\_\_\_\_. (begin) [fill in the blank using appropriate verb form]

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

**[08]**

- I) Which are the features of technical communication?
- II) What do you mean by extra personal communication?
- III) Define the term barrier.
- IV) Enlist the principles of communication.
- V) What is conflict resolution interview?
- VI) Which are the techniques of group discussion?

### **Q-2 Answer the following.**

**[10]**

- A) Which are the barriers to communication? Explain intrapersonal barrier in detail.

**OR**

- A) What do you mean by Group discussion? Give the tips for success in group discussion.  
B) What is interview? Explain the types of Interview.

**OR**

- B) Which are the types of Resume? Explain in detail.

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

**[10]**

- A) Evaluate your education, professional training, skills, achievements, interest, and experience and write Resume.  
B) Which are the evaluative components of group discussion? Discuss in detail  
C) Imagine your friend is going for Interview, which are the tips will you give him for success in Interview?

## **SECTION - 2**

### **Q-4 (A) Do as directed.**

[07]

- I) Define Memo.
- II) What is scanning?
- III) By acting now, we can finish sooner than if we wait until a later date .[Rewrite the sentence using the principle clarity and conciseness]
- IV) What do you mean by Brevity in technical report?
- V) From where the term Report derived?
- VI) What is the objective of sales letter?
- VII) What do you mean by Bcc in Email?

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

[08]

- I) Give any four advantages of email?
- II) Which are the techniques of Reading skills?
- III) Enlist the characteristics of technical report.
- IV) Why we write cover letter?
- V) Which are the compulsory elements of business letter?
- VI) Which are the types of technical proposal?

### **Q-5 Answer the following.**

[10]

- A) Discuss any two techniques for good reading comprehension.

**OR**

- A) What is a technical description? Explain the steps for describing an object.
- B) Explain the form and structure of Memo.

**OR**

- B) Write the characteristics and formats of Technical Report? Explain importance of visual aids.

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

[10]

- A) You have received a complaint letter from Mahatma computers, Magdalla Road, Surat regarding the shortage in supply. As the Sales Manager of Wipro, draft a suitable reply to the complaint.
- B) What are purposes of reading? Explain in detail, how and which way the reading is helpful to us?
- C) What is proposal? What are the characteristics of good proposal?