

UKA TARSADIA UNIVERSITY

B.Pharm. (3rd Semester)

Subject :030020305-Professional Communication

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) Rahul locks the office every evening. [Change the voice]
- II) Beside giving him advice, he also gave him money.[Rewrite the sentence using appropriate preposition]
- III) I _____(work) for the company for the last fifteen years.[fill in the blank using appropriate verb form]
- IV) We went to the theater. All the tickets had been sold out. [Use appropriate conjunction]
- V) Make the sentence using following homonyms.
 1. Capital
 2. Capital
- VI) As a sincere student of pharmacy, I _____. [Complete the sentence using "should"]
- VII) The taxi _____ just _____ (arrive). [Complete the sentence using appropriate verb form]

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

[08]

- I) Enlist the types of Listening.
- II) Which are the components of non-verbal communication?
- III) Define the term "external –operational" communication.
- IV) What do you mean by barriers?
- V) What is exit interview?
- VI) Which are the qualities of good leader?

Q-2 Answer the following.

[10]

- A) Explain the process of communication with example.

OR

- A) Which are the traits of a good listener?
- B) Discuss the evaluative components group discussion.

OR

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

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

[10]

- A) Write an application to the H.R Manager, Mathews Pharmacy, Electronics City, Bangalore-560 for the post of senior pharmacist. An advertisement was published in Times of India dated 26th November, 2013.
- B) Which are the barriers to communication? Explain Intrapersonal barriers with example.
- C) Explain qualities of good leader in detail.

SECTION - 2

Q-4 (A) Do as directed.

[07]

- I) What is the objective of claim letter?
- II) We regret that the goods did not reach the buyers in time. [rewrite the sentence using “You attitude” principle]
- III) What do you mean by Homogeneity in technical report?
- IV) Define the term courtesy in business letter.
- V) What is a functional resume?
- VI) A good report is always reader-oriented. [Is the statement true or false?]
- VII) What is a complementary close?

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

[08]

- I) Define the term scanning with example.
- II) Enlist the types of report.
- III) What do you mean by technical proposal?
- IV) Why do we analyze the audience in presentation?
- V) What is topic sentence in paragraph?
- VI) Why we write adjustment letter?

Q-5 Answer the following.

[10]

- A) Which are the types of paragraph? Explain each with example.

OR

- A) What is presentation? Discuss the modes of presentation in detail.
- B) Why we write business letters? Enlist the elements business letters with examples.

OR

- B) What is technical report? Explain the characteristic of reports.

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

[10]

- A) Assume that you are Vaibhav Malhotra, Purchase Manager of Arya Engineering Company, Camcac Street, Calcutta. Your company sent an order for 25 HP scanner (Model: ScanJet 3200C) to Hindustan Computers Limited, 140 M.G road, Bangalore. When the consignment arrived, you found some of the pieces in damaged condition.
- B) Write a paragraph on “ Leadership”
- C) Discuss the structure of technical proposal.