

# 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?