

Seat No.:-----

Enrolment No.:-----

**UKA TARSADIA UNIVERSITY**

**Maliba Pharmacy College**

**B. Pharm 3<sup>rd</sup> Semester Internal Examination Nov 2012**

**030020305- Communication skill**

Time: 10:00 a.m. To 1:00 p.m.

Max. Marks: **70**

Date: 07/11/2012

**Instructions:**

- Question no. **1 is compulsory.**
- From Q.2 to Q.7 attempt any **four** questions.
- Make suitable assumption whenever necessary.
- Figures to the right indicate full marks.

- Q.1 (a) Choose the correct option 06**
- 1 There are plenty of tomatoes in the fridge. You \_\_\_\_\_ buy any (need not/should not).
  - 2 It's a hospital. You \_\_\_\_\_ smoke (need not/ must not).
  - 3 I \_\_\_\_\_ to play table tennis when I was a kid.
  - 4 Take an umbrella, it \_\_\_\_\_ rain later (can/might).
  - 5 People \_\_\_\_\_ walk on grass (must/should).
  - 6 Drivers \_\_\_\_\_ stop when the traffic light is red (must/should).
  - 7 \_\_\_\_\_ You speak Italian (can /could)?
  - 8 \_\_\_\_\_ I ask a Question Sir (can/may)?
- (b) Describe in brief: (any four) 08**
- 1 Internet
  - 2 Emotional outburst
  - 3 General communication
  - 4 Transitional words
  - 5 Condensation techniques
  - 6 Resume
- Q.2 (a) What's the significance of understanding the culture in Communication? 04**
- (b) What is the objective of report writing? 05**
- (c) What do you mean by GD? 05**
- Q.3 (a) What is a language? 04**
- (b) What is an Interview? Describe job interview. 05**
- (c) What are the characteristics of a Report? 05**
- Q.4 (a) Briefly describe non-verbal communication. 04**
- (b) Write a cover letter to apply for a vacant position that you saw in English daily? 05**
- (c) Describe the reasons for ineffective communication. 05**
- Q.5 (a) Distinguish between mass communication and extrapersonal communication. 04**
- (b) Differentiate between media interview and press conference. 05**
- (c) Briefly describe flow of communication. 05**

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|-------------|-----|---------------------------------------------------------------------------------------------|-----------|
| <b>Q. 6</b> | (a) | What do you mean by grapewine? Briefly describe it.                                         | <b>04</b> |
|             | (b) | Briefly describe the elements of style.                                                     | <b>05</b> |
|             | (c) | Write a letter to a financial firm asking for a credit of Rs. 1,00,000 to expand your shop. | <b>05</b> |
|             |     |                                                                                             |           |
| <b>Q.7</b>  | (a) | What do you mean by Formal Network? Describe in short.                                      | <b>04</b> |
|             | (b) | What is a technical proposal? Describe briefly.                                             | <b>05</b> |
|             | (c) | Differentiate between technical description and technical Instruction.                      | <b>05</b> |