

Seat No.:-----

Enrolment No.:-----

UKA TARSADIA UNIVERSITY

Maliba Pharmacy College

B. Pharm 3rd 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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- Q. 6**
- (a) What do you mean by grapewine? Briefly describe it. **04**
 - (b) Briefly describe the elements of style. **05**
 - (c) Write a letter to a financial firm asking for a credit of Rs. 1,00,000 to expand your shop. **05**
- Q.7**
- (a) What do you mean by Formal Network? Describe in short. **04**
 - (b) What is a technical proposal? Describe briefly. **05**
 - (c) Differentiate between technical description and technical Instruction. **05**