

Seat No.:-----

Enrolment No.:-----

UKA TARSADIA UNIVERSITY
Maliba Pharmacy College
B. Pharm 3rd Semester Internal Examination 2013 (*Mid-Sem 2*)
030020305- Professional Communication

Time: 10:30 a.m. To 12:30 p.m.

Max. Marks: **40**

Date: 27/11/2013

Instructions:

- Attempt any **FIVE** questions.
- Each question carries **08** marks.
- Make suitable assumption whenever necessary.
- Figures to the right indicate full marks.

- Q.1 A) What is presentation? Discuss the modes of presentation in detail. 4
B) What is technical report? Explain the characteristic of reports. 4
- Q.2 A) Which are the purposes of writing business letter? Enlist the elements of business letter with example. 4
B) Which are the central components or attributes of paragraph development? Discuss in detail. 4
- Q.3 A) What is reading? How to improve reading skills? 4
B) Which are the types of paragraph? Explain in detail. 4
- Q.4 A) How to do planning for presentation? 4
B) Which are the types of Report? Explain with examples. 4
- Q.5 A) What do you mean by technical proposal? Enlist the elements of technical proposal. 4
B) Write a short note on “ importance of body language in presentation” 4
- Q.6 A) Suppose you want to take a car loan from State Bank of India. Write a letter of inquiry to the Chief manager of, SBI branch of your locality and request him/her to send of you all information related to SBI car loan. 4
B) As a Purchase Manager of InfoTech Computers, 12, Hazira Road, Kolkatta-540007, you had ordered two dozen personal computers form Satyam Computers Limited, 12, S.V road, Hyderabad-300002. When the consignment arrived you found some of the pieces in damaged condition. Write a complain letter to the Sales Manager for repair, replacement, or compensation. 4
- Q.7 A) Write a paragraph on “Sophistication” 4
B) Answer the following question. (any four) 4
1. Define the term scanning.
 2. What do you mean by Homogeneity in technical report?
 3. Define the term completeness in business letter.
 4. Give one objective of technical report.
 5. What do you mean by solicited proposal?
 6. Your application for the post of senior pharmacist cannot be considered by our company. (Rewrite the sentence using the principle courtesy.)