

Seat No.:-----

Enrolment No.:-----

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

Time: 10:30 a.m. To 12:30 p.m.  
Date: 27/11/2013

Max. Marks: **40**

**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.)   |   |