

# C. U. SHAH UNIVERSITY

## WADHWAN CITY

Summer Examination - May 2015

Branch: **B.Pharm**

Semester: **IV**

Subject Code: **4PS04PCS1**

Subject Name: **Communication Skills-III**

**Instructions:**

1. Question 1 & question 4 are compulsory.
2. Figure to the right side of questions indicates marks.

**SECTION-I**

- Q.1**
- a. I \_\_\_\_\_ a picture message to my friend. (Cent, sent) (07)
  - b. Sita said to Gita, "Why didn't you call me yesterday?" (Turn into Indirect Speech)
  - c. My father changed the SIM in my mobile. (Rewrite the sentence using Have)
  - d. Give the synonym for Exile.
  - e. Give the antonym for Polite.
  - f. Passenger requested TC to help him for seat. (Turn into Direct Speech)
  - g. My brother is under the \_\_\_\_\_ of Hollywood movie. (Effect, affect)
- Q.2**
- a. Define communication. Explain the process of communication in detail. (04)
  - b. What is non-verbal communication? Discuss facial expression in your words. (05)
  - c. Elaborate the characteristics of communication in brief. (05)

**OR**

- Q.2**
- a. Discuss the flow of communication in an organization. (04)
  - b. What is the importance of eye contact in communication? (05)
  - c. Differentiate personal letter from business letter. (05)
- Q.3**
- a. Draft an inquiry letter of furniture to be purchased for your college. (10)
  - b. What is the importance of report in professional setup? (04)

**OR**

- Q.3**
- a. Draft an order letter of Male/Female watches for your Gift Shop. (10)
  - b. What is research paper? How can research paper be written? (04)

## SECTION-II

- Q.4** a. Define verbal communication. (07)
- b. My teacher always gives me good \_\_\_\_\_ for my future. (Advice, advise)
- c. This child was \_\_\_\_\_ by the Orphanage. (Adapted, Adopted)
- d. Doctor told the patient, " have you washed your hands?" (Turn into Indirect Speech)
- e. Give the synonym for Rebuke.
- f. Give the antonym for candid.
- g. Principal rejected the proposal of students to celebrate Friendship Day. (Change the voice)

- Q.5** a. Define proposal. What are the purposes of preparing proposal? (04)
- b. Explain layout and structure of report. (05)
- c. Discuss the characteristics of proposal. (05)

**OR**

- Q.5** a. Introduce interview. What are the objectives of interview? (04)
- b. Describe the types of interview in detail. (05)
- c. How can one prepare for getting success in interview? (05)

- Q.6** a. Prepare a resume for the Job position of Medical Representative in Multinational Pharmaceutical Company. (10)
- b. Discuss the compulsory parts of business letter in brief. (04)

**OR**

- Q.6** a. Prepare a resume for the Job position of Assistant Professor of Pharmacy. (10)
- b. What is oral communication? State the advantages and disadvantages of it. (04)

**End of Paper**