

**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**