

Enrollment No: _____ Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2017

Subject Name: Communication Skill II

Subject Code: 4PS04CMS3

Branch: B.Pharm

Semester: 4

Date: 12/04/2017

Time: 10:30 To 01:30

Marks: 70

Instructions:

- (1) Use of Programmable calculator & any other electronic instrument is prohibited.
 - (2) Instructions written on main answer book are strictly to be obeyed.
 - (3) Draw neat diagrams and figures (if necessary) at right places.
 - (4) Assume suitable data if needed.
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Q-1 Attempt the following questions: (14)

- a) Give at least two different meanings of the word: **BARK**
- b) We enjoyed sailing our boat with an _____. (oar, or, ore)
- c) My parents always _____ me learn ten English words every day.
(get, make, have)
- d) Give synonym for the word: **Answer**
- e) Give antonym for the word: **Encourage**
- f) Give at least two different meanings of the word: **MOLE**
- g) The farmers in this village mainly _____ the corns. (show, so, sow)
- h) I _____ a mechanic wash my car. (got, made, had)
- i) Give synonym for the word: **Strong**
- j) Give antonym for the word: **Borrow**
- k) Give at least two different meanings of the word: **TRUNK**
- l) The Eskimos _____ parkas to protect themselves from extreme cold. (ware, wear, where)
- m) Give synonym for the word: **True**
- n) Give antonym for the word: **Deep**

Attempt any four questions from Q-2 to Q-8

Q-2 Attempt all questions (14)

- A. Describe the definition and purpose of proposal. 07
- B. What are the key elements in a research paper? Describe in detail. 07

Q-3 Attempt all questions (14)

- A. List the characteristics of report in detail. 07
- B. Explain non verbal communication in detail. 07



- Q-4 Attempt all questions (14)**
- A. Compare and contrast between Filtering Interview and Set (of Questions) Interview: 07
- B. What is Upward Communication? List its advantages and disadvantages. 07
- Q-5 Attempt all questions (14)**
- A. What is ‘grapevine’? Discuss its kinds: 07
- B. What are lay out and structure of report? 07
- Q-6 Attempt all questions (14)**
- A. What are objectives of interviews? Describe in detail. 07
- B. Describe the process of communication with a diagram. 07
- Q-7 Attempt all questions (14)**
- A. Write a brief note on Ethos, Pathos, Logos, Kairos in Professional Communication. 07
- B. Write an inquiry letter to ABC Telecom, Rajkot on behalf of XYZ Mobiles, Morbi regarding mobile accessories. 07
- Q-8 Attempt all questions (14)**
- A. Write a reply to above letter quoting the adequate price for the items demanded. Also send a brochure 07
- B. Change the following dialogue into INDIRECT NARRATION 07
- Customer: Can I have a cigarette, please?
- Saleswoman: Of course, but you cannot smoke here.
- Customer: What?
- Saleswoman: Yes sir, smoking is prohibited here.
- Customer: That’s funny. You sell cigarettes here, but you prohibit smoking?
- Saleswoman: (smilingly), we also sell bath towels here, sir.

