

C. U. SHAH UNIVERSITY
Summer Examination-2018

Subject Name: Communication Skill II

Subject Code: 4PS04CMS3

Branch: B. Pharm.

Semester: 4

Date: 24/04/2018

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.

Q-1. Attempt the following questions: 14

- a) Words having the same spelling and pronunciation but different meanings and origins are called_____.
a. homonyms b. homophones c. homographs
- b) Words having the same pronunciation but different meanings are called
a. homonyms b. homophones c. homographs
- c) Logos means
a. being persuasive b. emotional appeal c. logical appeal
- d) Pathos refers to
a. being persuasive b. emotional appeal c. logical appeal
- e) Causal word 'let' means
a. to permit b. to convince c. to force
- f) Gestures are _____.
a. positions adopted by body b. reflections on face c. small body movements
- g) 'The goods are received in a damaged condition, hence I have to ask for a replacement or refund', can be a line of
a. an order letter b. a complaint letter c. an inquiry letter
- h) The word 'yesterday' in direct speech is changed to which word in indirect speech.
a. that day b. the next day c. the previous day
- i) Which of the followings involves touch?
a. proximity b. paralanguage c. haptics
- j) The purpose of a _____ is to circulate some useful information.
a. report b. letter c. circular
- k) Paralanguage concerned with _____.
a. distance / space b. touch c. tone and voice
- l) The word synonym means ____ meaning.
a. same b. opposite c. different
- m) 'Please send me your illustrated catalogue and price list.' can be a line of
a. an order letter b. a complaint letter c. an inquiry letter
- n) In non-verbal communication the word 'proximity' denotes to _____.
a. the space and distance maintained b. touch c. tone and voice



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

- Q-2 Attempt all questions (14)**
- a) Change the direct into indirect. (7)
- The minister said, "I am busy now".
 - The teacher said, "I will take your class tomorrow".
 - She said, "Call the doctor".
 - My friend said, "I wrote a letter".
 - The police asked, "What are you doing here?"
 - The librarian asked, "Which book do you want?"
 - The mother asked, "Are you weeping?"
- b) Turn the active into passive. (7)
- I do the work.
 - Devanshu was singing a song.
 - They have seen the picture.
 - Rahul has read all the stories.
 - You will play football.
 - Do this work.
 - You must follow the traffic rules.
- Q-3 Attempt all questions (14)**
- a) Write the antonyms of any seven of the followings. (7)
Bold, expose, hope, liberty, accept, pleasant, fortune, literate, decent, wise
- b) Write the difference of meaning of each pair of words. (7)
Steal; steel, quite; quiet, peace; piece, coarse; course, career; carrier, pole;
poll, cite; site
- Q-4 Attempt all questions (14)**
- a) Write the differences between report and proposal. (7)
- b) What is proposal? Write the structure of proposal. (7)
- Q-5 Attempt all questions (14)**
- a) Write the process and preparation for a job interview. (7)
- b) What is report? Write the characteristics of report. (7)
- Q-6 Attempt all questions (14)**
- a) Write in detail about non-verbal communication. (7)
- b) Write the process of communication and draw its diagram. (7)
- Q-7 Attempt all questions (14)**
- a) Draft a resume for the post of pharmacist to Mother's Care Hospital, Delhi. (7)
- b) Write a circular appealing the employees to contribute generously for a flood affected area in eastern side of India. (7)
- Q-8 Attempt all questions (14)**
- a) You want your new multi-storied office to be air-conditioned. Write a letter of enquiry to ABC Electronics, Ahmedabad stating your purpose and asking for the price list, quotation, sample etc. and for a survey of the place. (7)
- b) Place an order in tabular form for different kinds of medicines required for your medicine store. (7)

