

Total No. of Questions : 6]

SEAT No. :

P3142

[Total No. of Pages : 2

[5245]-106

First Year B. Pharmacy

**1.1.6 COMMUNICATION AND SOFT SKILL DEVELOPMENT
(2013 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Answers to the two sections should be written in separate books.*
- 3) *Neat labeled diagrams must be drawn wherever necessary.*
- 4) *Figures to the right indicate full marks.*

SECTION - I

Q1) Explain various parts of business letters. Explain the purpose and qualities of business correspondence. **[10]**

OR

Write meaning and importance of communication. Explain objectives of communication. Describe the different modes of overcoming barriers of communication.

Q2) Answer the following (Any 5) : **[15]**

- a) State objectives of business letters.
- b) Explain the importance of oral communication.
- c) State the principles of thinking about purpose.
- d) Explain the importance of knowing audience.
- e) Explain salient features of technical communication.
- f) Write importance of structuring the message.
- g) Explain scope & significance of technical communication.

Q3) Write short note on (Any 2) : **[10]**

- a) Body Language
- b) Graphic Language
- c) Official letters
- d) Punctuation and spelling

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SECTION - II

Q4) Define business communication. Write principles and essentials of good correspondence. Explain different types of commercial correspondence. [10]

OR

What is globalization? State the advantages and disadvantages of globalization. Add a note on Email.

Q5) Answer the following (Any 4) : [15]

- a) Explain various Interpersonal skills.
- b) Explain importance of group discussion.
- c) Write an account on emotional intelligence.
- d) Describe Intonation and rhythms.
- e) Explain importance of tele communication.
- f) What is empathy? Discuss its types.
- g) Explain Vowels and Consonants in phonetics.

Q6) Write short note on (Any 2) : [10]

- a) Agenda
- b) Resume
- c) Business correspondence
- d) Critical thinking

