

PARUL UNIVERSITY
FACULTY OF PHARMACY
B. Pharm. Winter 2017-18 Examination

Semester: 1**Subject Code: 08193101****Subject Name: Communication Skills and Personality Development-I****Date: 22-01-2018****Time: 10.00am to 01.00pm****Total Marks: 75****Instructions:**

1. Figures to the right indicate full marks.
2. Make suitable assumptions wherever necessary.

Q.1 Essay type Questions. (Any 2 out of 3) (10 marks each) (20)

1. Discuss the types of listening with the help of example.
2. Discuss the Advantages and Disadvantage of email writing.
3. Why do we need to analyze the audience and locale before preparing presentation?

Q.2 Short Essay type Questions. (Any 7 out of 9) (5 marks each) (35)

1. Read the following paragraph and answer the following questions.

If you are not in the grip of avarice, you will choose a trade or profession that appeals to you as the means of self-expression and social service, even if you cannot earn much money by it. Your daily duty is not merely money-making drudgery; it is your contribution to social progress and the path of personal development. How sad must be the lot of the man or woman who must do uncongenial work simply for the sake of more money? I know a younger professor who loved literature passionately and taught it admirably; but his salary was small, and he became a lawyer in order to secure a larger income. I tell you that man was guilty of a crime, and he will not be happy as a lawyer, though he may be a little more comfortable, a little better fed and dressed and lodged. A musician who is born a violinist can never be personally happy or socially useful as a prosperous merchant or stock-broker, as he will miss the violin all the time. Avarice puts round men in square jobs and square men in rounds jobs. At present many persons in all classes, rich and poor, are unhappy and restless because their daily work is not interesting. It does not provide an outlet for the creative impulse and the insistent urge of personality. Therefore, don't ask in youth, 'How can I earn the biggest salary?' Ask rather, 'How can I be truly happy and do most good to society?' Then you may have less money, but you will have more of life and joy.

Questions:

1. When can a man choose a profession through which he can express himself and serve others?
2. Why does the author consider the lawyer known to him guilty of a crime?
3. Why are most of the people unhappy at present?
4. When will a violinist be unhappy?
5. Who are the misplaced persons according to the writer?
2. Discuss the different purposes for making presentation.
3. Why do people not set goals?
4. Describe the following picture in 150 words.



5. Develop a story with the help of given points in 200 words.

A son is born to a King's house – the mother dies at the time of childbirth – a young mother is chosen as nurse – she nurses babies together – enemies of the King plan to kill his son – they bribe

the guards and reach to the palace – the nurse is warned – quickly changes clothes of children – leaves her child dressed as a prince and runs away with real prince – murderers kill the child left behind – so prince is saved – King offers nurse rewards – she refuses them – kills herself – King in grievance – erects beautiful tomb for the faithful

6. As a new buyer of Joyal Enfield motorcycle, write an email to the Manager of Joyal Unicorns, Mr. Ritvik Jain, regarding the unavailability of service facility in your city. Sign the email as Ranveer Singh.
7. Write a paragraph on “Whatsapp: A popular means of communication” in 150 words.
8. Importance of Non-verbal signals in reading comprehension.
9. One of your friends calls you asking you which to choose – Chemical Engineering or degree in Pharmacy. Give your advice. Write a dialogue.

Q.3 Answer in short. (2 marks each)

(20)

1. How does listening differ from hearing?
2. What is Scanning?
3. Define “Skimming”?
4. Write a brief note on “Posture”
5. Full form of CC and BCC.
6. Write a brief note on Facial Expressions in presentation.
7. What are the steps for summarizing the text?
8. Select the correct the verb form from the brackets and fill in the blanks.
 - 1) Once upon a time there _____ a king. (was/were)
 - 2) Sh! Someone _____ to our interaction. (is listening/was listening)
9. List out email etiquettes.
10. Importance of ‘Unity’ in paragraph writing.