

Enrolment No. _____

Roll No.: _____

PARUL UNIVERSITY

PARUL INSTITUTE OF PHARMACY

B.PHARM FIRST SEMESTER · SECOND INTERNAL EXAMINATION: 2018-19

Subject Name: Communication Skills (Theory)

Date: 30.11.2018

Subject Code: BP105T

Total Marks: 30

Time: 1:15 P.M.- 2:30 P.M.

Instructions:

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

Q.1 Long Answers: (Any One)

- (1) *Listening* is a skill that we can all benefit from improving. By becoming a better listener, you can improve your productivity, as well as your ability to influence, persuade and negotiate. What's more, you'll avoid conflict and misunderstandings. All of these are necessary for workplace success! Discuss. 10
- (2) A *Group Discussion* refers to a communicative situation that allows its participants to communicate clearly in order to avoid professional glitches in a team discussion. It is an effective tool in problem solving, decision making and personality assessment. Discuss on the light of the above statements. 10

Q.2 Short Answers: (Any Four)

- (1) In an Effective Written Communication, how *Complexity of the Topic* is directly related with the *Amount of Discussion' Required* on that topic? 05
- (2) What are the steps involved in the *Organization of the Message* in any written communication? 05
- (3) Write any five Do's and Dont's of an *Interview*. 05
- (4) Mention any five techniques which you can apply in order to deliver a speech with *full confidence*. 05
- (5) Presentation Skills should involves a combination of three methods: *Speaking from memory, Speaking from notes and Speaking from text*. Elaborate. 05
