

**PARUL UNIVERSITY**  
**FACULTY OF PHARMACY**  
**B.Pharm. Winter 2019-20 Examination**

Semester: 2<sup>nd</sup>

Subject Code: 08193151

Subject Name: Communication Skills and Personality Development-II

Date: 02/12/2019

Time: 2:00 pm to 5:00 pm

Total Marks: 75

**Instructions:**

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

**Q.1 Answer the following questions in details. (Any 2 out of 3) (10 marks each) (20)**

1. Discuss the elements of letter writing in detail.
2. Discuss the traits of good listeners in details.
3. Discuss the 7 C's of effective letter writing.

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

1. Write a paragraph on "Indoor Games vs Outdoor Games" in 150 words.
2. Describe the following picture in 150 words.



3. Describe the following picture in 150 words.



4. Write a paragraph on "Illiteracy" in 150 words by using problem and solution technique.
5. Define précis writing and discuss the characteristics of it..
6. **Read the following passage carefully and write a précis of it in 1/3. (Give Appropriate Title)**

As material civilization advances and the supply of available goods and services increases, men's needs correspondingly multiply. Advertising plays a key role in this never-ending process by stimulating the public's desire for certain products, and by promoting the sales thereof, until it has, in effect, created new needs, real or supposed, where there were none before. A familiar example is the motor car--- once a rare and costly novelty, now an ubiquitous and relatively inexpensive necessity. More recently, the television set has undergone the same transformation. While some people would deny that television is a necessity, the fact that sets are found in a majority of western homes shows that it answers, to a greater or lesser degree, the need felt by millions of people for entertainment and information.

A product, service, or commodity that the public needs, and knows it needs, tends, of course, to 'sell itself'. We might therefore assume that, in such cases, advertising would be of minor importance. To some extent this is true. Meatpackers, vegetable and fruit growers, and dairy operators spend less on

advertising, for instance, than manufacturers of cigarettes, liquors, cosmetics, and other items of this type. On the other hand, the competition that exists between rival brands means that the suppliers of such basic necessities as food, clothing, and housing must advertise their wares to stay in business. Significantly, the industry that spends most on advertising turns out to be a product which almost everyone considers a necessity: soap.

7. Explain in details communication skills along with its diagram.
8. Write an inquiry letter to Mr. ABC who is Sales Manager at Yera Chemicals Ltd., Vadodara, India inquiring about the availability of Paraffin Wax required for your college lab. You are Mr. XYZ, the class representative for First year, B.Pharm, Parul University, Limda. (Use Block Format)
9. As you have to attend your sister's marriage on 15th May 2018. Ask your teacher to grant seven days leave. Draft a letter. (Use Block Format)

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

**(20)**

1. Dos of Group Discussion.
2. What is the difference between unblocked format and semi-blocked format?
3. Make a list of steps of the précis writing.
4. What are homophones? Give example.
5. What are homographs? Give example.
6. How does active listening differ from passive listening?
7. List out the traits of a positive thinker.
8. Fill in the blanks with the appropriate form of an adjective
  1. The Narmada is one the \_\_\_\_\_ river in Gujarat. (Long)
  2. Richa is \_\_\_\_\_ than Sikha. (smart)
9. Choose the correct word from the brackets and fill in the blanks.
  1. I have never been to the US \_\_\_\_\_ having friends and relative there. (although, in spite of, besides)
  2. There's no room in your mouth for your wisdom teeth, \_\_\_\_\_ they will have to be removed. (for example/so/but)
10. Choose the appropriate word from the bracket and fill the given blanks.
  1. Humans have hands. Dog have \_\_\_\_\_ (paws, pause).
  2. \_\_\_\_\_ (He'll, Heel, Heal) be here in a few minutes.