

[Total No. of Questions - 9] [Total No. of Printed Pages - 3]
(2064)

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B. Pharmacy 2nd Semester Examination
Communication & Professional Skills in English (O.S.)
HBP-112

Time : 3 Hours

Max. Marks : 80

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt five questions in all. Select one question from each section A, B, C and D. Section E is compulsory.

SECTION - A

1. (a) Discuss the various approaches to Reading. What is the right approach to Reading?
(b) What is the role of eye movement, fixation, regression and visual wandering in effective reading? (8×2=16)
2. (a) When do we scan a text? Which parts of the text will help us in this process?
(b) What are the factors affecting the style of Reading?
(8×2=16)

SECTION - B

3. (a) Draft a memorandum to the staff on how to conduct themselves while on duty and also adhere to lunch hours.
(b) Give the salient features of an effective meeting.
(8×2=16)

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4. (a) Give the structure of a letter in detail with a specimen of a business letter.
- (b) Define the 'Report'. Discuss at length the 'front matter' of a Report. (8×2=16)

SECTION - C

5. (a) Differentiate between hearing and listening. Give examples.
- (b) What are the basics of telephone etiquette? (8×2=16)
6. (a) What precautions must be taken when making a telephone call?
- (b) What is the role of feedback in communication? (8×2=16)

SECTION - D

7. (a) How does an audience determine the effectiveness of a presentation?
- (b) What is the usual technique for conducting a group discussion? How is a group leader chosen? (8×2=16)
8. (a) Positive body language signals enhance acceptability among the audience. How?
- (b) Group discussions are vital for creating a progressive environment in a Business Organisation. Discuss. (8×2=16)

SECTION - E

9. (a) Do as directed.
- (i) we are going to visit the taj mahal said ashok
(Punctuate the sentence)

- (ii) I will meet you the railway station.
(Fill in preposition)
- (iii) He was sleeping the desk.
(Fill in preposition)
- (iv) Two and two make four. (Correct it). (4×1=4)
- (b) Write short notes on the followings.
- (i) What is a memo?
- (ii) Role of feedback in communication.
- (iii) Role of audio-visual aids in presentation.
- (iv) Preparation before making a speech.
- (v) Visual wandering and regression.
- (vi) Semantic and culture can be barriers to communication. How? (6×2=12)