

16004(D)

- 0 DEC 2016

**B. Tech/B. Pharmacy/B. Pharmacy (Ayurveda)
1st Semester Examination**

English Communication Skills (CBS)

HS-101

Time : 3 Hours

Max. Marks : 60

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. Attempt one question from each section. Section E is compulsory.

SECTION - A

1. Discuss the Seven Cs of communication. Which one do you consider most important of these seven Cs? (12)

OR

2. Explain the following terms with reference to communication barriers and give two examples for each term:

- (i) Semantic barrier.
(ii) Negative attitude.
(iii) Absence of common frame of reference. (12)

SECTION - B

3. (a) In order to speak correct English one should have basic idea of English phonetics. Discuss. (6)

(b) Write short notes on the following:

- (i) Phonetic transcription.
(ii) English consonants. (3×2=6))

4. Do as directed:

Fill in the blanks:

- (i) He quickly glanced _____ the book to find what it said about the Indian economy.

(1) at (2) through (3) in (4) to (5) over

- (ii) The counsel urged the court to _____ down the obnoxious law.

(1) enact (2) enforce (3) cancel (4) strike (5) declare

- (iii) The local official _____ the Minister of the situation.

(1) explained (2) warned (3) apprised (4) told (5) intimidated
(3×2=6)

Make sentences to make the difference in the meaning clear:

- (iv) Calendar, Calender.

- (v) Prosecute, Persecute.

- (vi) Principal, Principle. (3×2=6)

SECTION - C

5. Briefly explain the three processes involved in technical writing—pre-writing, writing and rewriting. (12)

OR

6. What is resume? Write a job application for a vacancy in a Pharmaceutical company. (12)

[P.T.O.]

SECTION - D

7. What are the main elements of Telephonic etiquettes? How are these useful during a telephonic job interview? (12)

OR

8. What do you understand by the term "soft skills"? Why have soft skills become important in the present day world? (12)

SECTION - E

9. Write brief note of 100 words on any six of the following:
- (i) Discuss three most important personality tips?
 - (ii) What are the features of well written business letter?
 - (iii) What do you understand by the term tone in speaking skill?
 - (iv) What do you understand by the term physical noise in communication process?
 - (v) Write two main differences between technical and literary writing styles.
 - (vi) Discuss long and short vowels with examples.
 - (vii) How does your appearance play an important role during interviews?
 - (viii) Words are important tools in the hands of a speaker. Discuss. (6×2=12)