

AV - 2362

Eighth Semester B. Pharm. Examination

COMMUNICATION SKILLS

Paper - T - 8.6

(USC - 35186)

P. Pages : 3

Time : Three Hours]

[Max. Marks : 60

- Note :** (1) All question carry equal marks.
(2) Answer any **Five** questions.
(3) Use pen of Blue/Black ink/refill only for writing the answer book.

1. (A) Write a precis of the following passage in about **75** words :—

The test of a great book is whether we want to read it only once or more than once. Any really great book we want to read the second time even more we wanted to read it the first time ; and every additional time that we read it, we find new meanings and new beauties in it. A book, that a person of education and good taste does not care to read more than once is very probably not worth much. But we cannot consider the judgement of a single individual infallible. The opinion that makes a book great must be the opinion of many. For even the greatest critics are apt to have certain preferences and prejudices. A man must be many – sided to utter a trustworthy estimate of many books. We may doubt the judgement of a single critic at times. But this is no doubt possible in regard to judgement of generations, even if we cannot perceive anything good in a book which has been admired and praised for hundreds of years. We may be sure that by trying, by studying it carefully, we shall at last be able to feel the reason of this admiration and praise. The best of all libraries for a poor man would be a library entirely composed of such great works only, books which have passed the test of time.

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- (B) Do as directed :—

- (i) more (Give Antonym)
- (ii) new (Give Antonym)
- (iii) sure (Give synonym)

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(iv) want (Give second form of the verb)

(v) great (make Adverb)

(vi) carefully (make Adjective)

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2. (A) Use the phrases in your own sentence :—

(i) on the topic

(ii) on time

(iii) move on

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(B) Change the tense form as directed in the bracket :—

(1) All the projects were completed in time. (Present Perfect Tense)

(2) All agree that Ritik is a good player. (Simple Past Tense)

(3) He has returned the book to the library. (Simple Future Tense)

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3. Write short notes on any **Two** of the following :—

(i) Body Language in Communication

(ii) Written Communication

(iii) Models of Communication

(iv) Personal interviews do's and don't's.

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4. Prepare a Notice and Agenda for meeting of the Student's Council of your college, to plan the Annual General Gathering. 12

OR

Prepare a Memorandum as Senior Sales Manager, Amravati region of a pharmaceutical company to be issued to all Medical Representatives in the region about significant fall in sale of company products. Prepare a representative reply to the Memorandum by XYZ Medical Representative. 12

5. Attempt any **Two** of the following :—

- (i) Limitations to verbal communication.
- (ii) Seminar and conference
- (iii) Contents of an Order
- (iv) Paragraph structure and length.

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6. Discuss in detail, any **One** of the following :—

- (i) Procedure of a Meeting and rules for a successful meeting.
- (ii) Importance of Interview and its types.
- (iii) Group Discussion.

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7. (A) Attempt any **One** of the following :—

- (i) Barriers in communication or Articles
- (ii) Language in Advertisements.

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(B) Do as directed :—

- (1) Confident (Use in a meaningful sentence)
- (2) Vacation (Use in a meaningful sentence)
- (3) It is written in Gita that God incarnates. (Use correct Article)
- (4) Let you and I solve the question. (Use correct Pronoun)
- (5) Physics **are** now taught in ninth class also. (Use correct Auxiliary Verb)
- (6) The little child fell **in** the open gutter. (Use correct Preposition)

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