

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Pharmacy  
End Sem (Odd) Examination Dec-2019  
PY3HS01 Communication Skills

Programme: B. Pharma.

Branch/Specialisation: Pharmacy

Duration: 3 Hrs.

Maximum Marks: 75

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. The response of the receiver to a message acts as\_\_\_\_\_ to the sender in the communication process 2  
(a) ideation (b) encoding (c) decoding (d) feedback
- ii. “Communication” comes from the word 2  
(a) communicator (b) conversation  
(c) communis (d) communicable
- iii. Written communication must not have 2  
(a) correctness (b) completeness  
(c) conciseness (d) chorus
- iv. Use of gesture in communication is a 2  
(a) internal communication (b) non-verbal  
(c) verbal communication (d) external communication
- v. Listening is 2  
(a) An important component of the communication process  
(b) A natural ability and can not be acquired  
(c) Same as hearing  
(d) Not essential for effective speaking
- vi. The main function of upward communication is providing direction and control 2  
(a) True (b) False
- vii. A presentation creates a connection between \_\_\_\_\_. 2  
(a) you and our audience (b) you and your audience  
(c) you and their audience (d) you and my audience

P.T.O.

[2]

[3]

### Section C

- viii. The interviewer must be well-prepared for the questions that are likely to be asked **2**  
(a) True (b) False
- ix. All organizational decisions are group decisions **2**  
(a) True (b) False
- x. The word 'discuss' has been derived from the Latin word 'discutere' that means **2**  
(a) to seek (b) to shake (c) to suit (d) None of these

Q.2

Attempt any two:

- i. What do you mean by "Communication Process"? Discuss the main elements of a Communication Process. **10**
- ii. What do you mean by body language? Discuss its various aspects or mediums. **10**
- iii. (a) Elaborate prejudices, feelings and past experiences as perspectives in communication. **5**  
(b) Discuss features of the followings: **5**  
I. Direct Communication  
II. Systematic communication style

Q.3

Attempt any seven: Two questions from each section is compulsory

### Section A

- i. Write short note on: Barriers to listening. **5**
- ii. "Listening is the key ingredient of effective communication." Explain. **5**
- iii. What do you mean by the phrase 'through proper channel' in context with business organisation? **5**

### Section B

- iv. Explain the purpose of interview. Mention Do's and Don'ts of an Interview **5**
- v. What do mean by an Effective Oral Presentation? Discuss its salient features. **5**
- vi. Write a detailed note on the use of visual aids in presentations. **5**

- vii. What is Group Discussion? Enumerate its importance for professionals. **5**
- viii. What qualities one must have to participate effectively in Group Discussion? **5**
- ix. Discuss Do's and Don'ts of Group Discussion. **5**

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**Marking Scheme**  
**PY3HS01 Communication Skills**

- Q.1
- i. The response of the receiver to a message acts as \_\_\_\_\_ to the sender in the communication process (d) feedback **2**
  - ii. “Communication” comes from the word (c) communis **2**
  - iii. Written communication must not have (d) chorus **2**
  - iv. Use of gesture in communication is a (b) non-verbal **2**
  - v. Listening is (a) An important component of the communication process **2**
  - vi. The main function of upward communication is providing direction and control (b) False **2**
  - vii. A presentation creates a connection between \_\_\_\_\_. (b) you and your audience **2**
  - viii. The interviewer must be well-prepared for the questions that are likely to be asked (a) True **2**
  - ix. All organizational decisions are group decisions (a) True **2**
  - x. The word ‘discuss’ has been derived from the Latin word ‘discutere’ that means (b) to shake **2**

- Q.2
- Attempt any two:
  - i. Communication Process 4 marks **10**  
Elements of a Communication Process 6 marks
  - ii. Body language 4 marks **10**  
Aspects or mediums 6 marks
  - iii. (a) Elaborate prejudices, feelings and past experiences as perspectives in communication. **5**  
(b) Discuss features of the followings: **5**  
I. Direct Communication

II. Systematic communication style

- Q.3
- Attempt any seven: Two questions from each section is compulsory
- Section A
- i. Write short note on: Barriers to listening. **5**
  - ii. “Listening is the key ingredient of effective communication.” Importance of listening **5**  
At least 10 points (0.5 mark \*10)
  - iii. Through proper channel in context with business organisation **5**
- Section B
- iv. Purpose of interview 2 marks **5**  
Do’s and Don’ts of an Interview 3 marks
  - v. Effective Oral Presentation 2 marks **5**  
Features 3 marks
  - vi. Use of visual aids in presentations **5**
- Section C
- vii. Group Discussion 2 marks **5**  
Importance for professionals 3 marks
  - viii. Qualities in Group Discussion **5**  
At least 10 points (0.5 mark \*10)
  - ix. Do’s and Don’ts of Group Discussion. **5**

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