

Enrollment No.....



Faculty of Pharmacy  
End Sem Examination Dec-2023  
PY3HS04 Communication Skills

Programme: B.Pharm.

Branch/Specialisation: Pharmacy

**Duration: 3 Hrs.****Maximum Marks: 60**

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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. I bought a beautiful dress at the mall. Identify the highlighted word- **1**  
(a) Preposition (b) Adjective (c) Verb (d) Noun
- ii. Find the correctly spelt word- **1**  
(a) Affedevit (b) Afidevit (c) Affidevit (d) Affidavit
- iii. The term communis derived from which word? **1**  
(a) Greek (b) Latin (c) Chinese (d) English
- iv. Which one of the following is excluded from the list of communication barriers? **1**  
(a) Physical (b) Semantic  
(c) Philosophical (d) Psychological
- v. Which of the following is not an element in the process of oral presentation? **1**  
(a) Presenter (b) Gossips  
(c) Audience (d) Objectives
- vi. In formal context, introducing others is based on- **1**  
(a) Your relationship (b) Their age  
(c) Their rank and position (d) Their personality
- vii. Which of these types of listening lacks depth? **1**  
(a) Appreciative listening (b) Superficial listening  
(c) Focused listening (d) Evaluative listening
- viii. Terms and conditions when you sign up at a new forum or social-website- **1**  
(a) Skimming (b) Scanning (c) Extensive (d) Intensive
- ix. Type of writing which contains justifications and reasons to make someone believe in what the author believes in is known as \_\_\_\_\_. **1**  
(a) Persuasive (b) Expository (c) Narrative (d) Descriptive

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- x. When students brainstorm their ideas, organise, draft, edit, revise their work, which skill does this process reflect? **1**
- (a) Reading skills (b) Writing skills  
(c) Speaking skills (d) Listening skills
- Q.2 i. Give one word for the following: **2**
- (a) The arrangement of the events or dates in the order of their occurrence\_\_\_\_\_.
- (b) A disease which attacks many people in a particular area in one time\_\_\_\_\_.
- Attempt any two:
- ii. Do as directed: **4**
- (a) Tell the maid to prepare tea. (Change the voice)
- (b) Mr. Bert taught for five years. (Change to Past Perfect Continuous Tense)
- iii. Give the meaning and use it in a sentence of the following idioms: **4**
- (a) Do something at the drop of a hat.
- (b) A little learning is a dangerous thing.
- iv. Explain any four parts of speech with definition and example. **4**
- Q.3 i. Explain the complete process of communication with the diagram. **2**
- ii. Write any two differences between verbal and nonverbal communication. **2**
- iii. Explain 6 Cs of communication along with suitable examples. **6**
- OR iv. Explain any three barriers to effective communication with examples in detail. **6**
- Q.4 i. Give 4 do's and 4 don'ts to be kept in mind while introducing yourself. **4**
- ii. Why is audience research important while preparing for a presentation? Support your answer with four reasons with two suitable examples. **6**
- OR iii. How are audio visual aids helpful for delivering an effective presentation? Also, discuss the importance of body language and voice modulation while presenting. **6**
- Q.5 i. Differentiate between note taking and note making. **4**
- ii. What is SQ3R? Explain it in detail. **6**
- OR iii. Explain three types of listening with examples. **6**

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- Q.6 Attempt any two: **5**
- i. Give precis of the following: **5**
- Man, first appeared on earth half a million years ago. Then he was little more than an animal. Even so, early man had certain advantages over animals. He had a large brain; he had an upright body with quick-moving hands. He invented a language to communicate with his fellow men.
- This ability to speak was of supreme value because it allowed men to share ideas and plan together: Speech enabled ideas to be passed on from generation to generation. These special advantages put men far ahead of all other living creatures. Since those far-off times, when he first made his appearance, man has achieved a great deal.
- ii. You are Ankit/Amrita, staying at 4 Mall Road, Chennai. You have come across an advertisement in The Times of India for recruitment of computer engineer trainees by Shivam Software. Apply in Response to this advertisement, giving your detailed bio-data (curriculum vitae). Invent all necessary details. **5**
- iii. Write an E-mail informing your employees about the change in work timings of the company. Invent all the necessary details. **5**

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**Marking Scheme****EN3HS10 Communication Skills**

Q.1	i)	I bought a <b>beautiful</b> dress at the mall. Identify the highlighted word:	1
		b) adjective	
	ii)	Find the correctly spelt word	1
		d) Affidavit	
	iii)	The term <b>communis</b> derived from which word?	1
		b) Latin.	
	iv)	Which one of the following is excluded from the list of communication barriers?	1
		c) Philosophical	
	v)	Which of the following is not an element in the process of communication?	1
		b) reinforcement	
	vi)	In formal context, introducing others is based on:	1
		c) their rank and position	
	vii)	Which of these types of listening lacks depth?	1
Q.2		b) Superficial listening	
	viii)	Terms and conditions when you sign up at a new forum or social-website:	1
		a) Skimming	
	ix)	Type of writing which contains justifications and reasons to make someone believe in what the author believes in is known as	1
		a) Persuasive	
	x)	When students brainstorm their ideas, organise, draft, edit, revise their work, which skill does this process reflect?	1
		b) Writing skills	
	i.	1. You are asked to tell the maid to prepare tea.	2
		2. Mr Bert had been teaching for five years.	
	ii.	1. Chronology	2
		2. Epidemic	
	iii.	1. happening instantly, without any delay. (1+ 1)	4
		2. People who know only a little do not understand how little they know and are therefore prone to error. ( 1+1)	
OR	iv.	Any 4 parts of speech definition with examples (0.5*8)	4
		1 part of speech for 1 Marks	

Q.3	i.	Complete process of communication with the diagram (sender, encoding, message, decoding, receiver, feedback)	2
	ii.	Verbal and non verbal communication. ( 2 differences each) (0.5*4)	2
		1 for both	
	iii.	6 Cs of communication along with suitable examples. (Complete, Concrete, Clear, Concise, Courteous, Consider, Correct) (0.5*12)	6
OR	iv.	Any 3 barriers to effective communication with examples in detail. (3*2 )	6
Q.4	i.	4 do's and 4 don'ts to be kept in mind while introducing yourself. (0.5*8)	4
	ii.	Audience research importance while preparing for presentation. 4 reasons with 2 suitable examples.	6
		For Reason (4 Marks ) Example (2Marks)	
OR	iii.	AV aids helpful, Body language, voice modulation. (2+2+2)	6
Q.5	i.	2 differences each (2*2)	4
	ii.	SQ3R definition + Survey, Question, Read, Recite, Review) (1+5)	6
OR	iii.	3 types of listening with examples (3*2)	6
Q.6	i.	Title : How man makes himself/journey of man to human	5
		Precis: from his first animal-like existence man developed with the help of a big brain and quick-moving hands and the invention of language and speech. He achieved much by communicating with others and passing on knowledge to posterity	
		Rules: 1. 1/3rd of the original content.	
		2. No personal opinions.	
		3. Should have a title.	
		4. All necessary details should be covered.	
	ii.	letter 2 marks	5
		resume 3 marks	
	OR	iii.	5
		To: Recipient's email ID Subject: Revised Working Hours	
		Dear Team, Our company is growing, and there is a good inflow of projects every week. This has been possible with your dedicated and timely teamwork. In order to keep up with this, we have decided that the working hours would be advanced by 30 minutes. The revised time would be 8:30 am to 5 pm. This will be in effect from July 5, 2021 (Monday). It would be appreciated if all of you keep up with the timing and abide by it. Feel free to come up with suggestions, if any. Warm regards, Your name Designation	

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