

Total No. of Questions : 6]

SEAT No. :

P1970

[5145]-106

[Total No. of Pages : 2

F.Y. B.Pharmacy

**1.1.6: COMMUNICATION & SOFT SKILL DEVELOPMENT
(2013 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Answers to the two sections should be written in separate answer books.*
- 3) *Figures to the right indicate full marks.*

SECTION - I

Q1) Answer any one.

[10]

- a) Explain various parts of a business letter. Explain purpose and qualities of a business correspondence.
- b) Explain principles of developing effective messages with regards to thinking about purpose, knowing the audience, structuring the message, selecting proper channels and minimizing barriers.

Q2) Answer any five.

[15]

- a) Explain the objective and need for communication.
- b) State the importance of body language in communication.
- c) Explain different types of commercial correspondence and their drafting.
- d) Write a note on summary and abstract of a formal report.
- e) Write a note on use of charts, graphs and tables for effective writing.
- f) Differentiate between objective style and literary composition.
- g) Write a note on case writing.

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Q3) Answer any two. **[10]**

- a) Explain electronic communication process.
- b) What are common barriers that make communication ineffective?
- c) Write a note on expressing ideas with minimum word limit.
- d) Why it is essential to maintain variety in sentences and paragraphs in written communication?

SECTION - II

Q4) Answer any one. **[10]**

- a) Enlist different types of business correspondence and explain any one in details.
- b) Explain scope and significance of soft skills, and write in details about emotional intelligence.

Q5) Answer any five. **[15]**

- a) Write a note on complaint letter with example.
- b) Write a note on e-mail writing and e-mail etiquette.
- c) Give scope and significance of negotiation skills.
- d) Write a note on tele and video conferencing.
- e) Give a note on empathy and reflective thinking.
- f) Write an order letter with example.
- g) Write a note on resume and effective profiling.

Q6) Answer any two. **[10]**

- a) Write a note on globalization in business with respect to information technology.
- b) Give salient feature of inter and intra personal skills.
- c) Write a detail note on interview skills.
- d) Write a note on critical thinking.

