

Nov. 21

Roll Number _____ (Total Number of Questions 09) (Total number of Printed Pages 01)

Programme	B. Pharmacy
Semester	1 st
Subject	Communication Skills
Subject Code	BP105T
Paper ID	74648
Time	1.5 Hours
Maximum Marks	35
Link to upload answer sheet	https://forms.gle/NcAdzoEFUx7QSC4d8

Instructions to Candidates: No supplementary/continuation sheet will be issued to the candidates. Answer the questions precisely.

*Section A consists of Two questions carrying 10 marks each (Long Answer); attempt any **ONE**.

** Section B consists of Seven questions carrying 5 marks each (Short Answer); attempt any **FIVE**.

Section A

(1 X 10 = 10)

1.	What do you understand by the channels or networks of communication? Explain it with the suitable example.
2.	What are basic listening skills? Discuss active listening and self awareness.

Section B

(5 X 5 = 25)

3.	What is the purpose of interview?
4.	Explain Encoding and Decoding?
5.	Discuss visual perception?
6.	How can past experiences, prejudices and environment impact communication?
7.	What are the elements to organize an effective message?
8.	What do you understand by structuring a presentation?
9.	Explain Systematic communication style?

Note: Disclosure of identity by writing mobile number or making request for passing on any page of answer-sheet will lead to UMC against the candidate.

ASBASISM COLLEGE OF PHARMACY, BELA (ROPAR)

IKG PTU, Jalandhar Internal Examination

B. Pharmacy Examinations Dec - 2017

Communication Skills

Subject Code: BP 105T

Time : 1-30 hour

Max Marks 35

Introduction to Candidates:

- 1) Attempt any one question from section A
- 2) Attempt any five questions from section B.

Section A

(10x1=10 marks)

- 1) What do you mean by 'Communication Styles'? Explain Communication style matrix in detail with suitable examples?
- 2) What is Communication? Explain 'Communication Process' by giving suitable examples?

Section B

(5x5=25 marks)

(1x5=5 marks)

1) State whether true or false:

- a) Hiring a taxi driver is an act of communication.
- b) Communication takes places only in the world of humanbeing. F
- c) Communication does not aim at counseling. F
- d) Issuing a warning to the employees is also an act of communication.
- e) Communication is like a two way traffic.

- 2) Give five reasons for the breakdown in communication?
- 3) Explain the importance of body language in communication?
- 4) What do you mean by Encoding and Decoding of the message?
- 5) What is the role of audience in listening as well as in writing skills?
- 6) What are the traits required for winning the interview phases?
- 7) What are the factors that affect a group discussion winner?