

Printed Pages : 3



PH365

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 150605

Roll No.

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B. PHARM.

(SEM. VI) THEORY EXAMINATION, 2014-15
BUSINESS COMMUNICATION

Time : 3 Hours]

[Total Marks : 80

1 Attempt any Two **8x2=16**

- (A) Define the term "Communication". How the communication becomes significant part of today's business? Discuss the various types of business communication with suitable example.
- (B) Discuss briefly different tools and techniques of modern business communication.
- (C) What do you understand by the term "Grapevine"? Discuss briefly with suitable diagram.

2 Attempt any Two : **8x2=16**

- (A) " First impression is the last impression"-discuss it on the light of Image management. How clothing, grooming and body language is important for corporate executives?

- (B) Write short notes on:
- (a) Time Management
 - (b) Intelligence.
 - (c) Emotional Intelligence.
 - (d) Business Etiquettes.
- (C) Define Personality. What are the elements of personality? Discuss the different traits of personality.
- 3** Attempt any Two : **8x2=16**
- (A) Write a letter to your drug distributor about the complaint received by you from your retailer for delay in delivery of life saving drugs.
- (B) Write a memorandum to your marketing team about the demand of new drug introduced for Cancer.
- (C) What do you understand by negotiation? Discuss different types of negotiation.
- 4** Attempt any Two : **8x2=16**
- (A) How Information Technology (IT) impacts the today's corporate communication.
- (B) Discuss the role of 'Ethic' in business communication.

- (C) Write short notes on :
- (i) Audio and Video conferencing
 - (ii) Seminar and meetings.

5 Attempt any Two **8x2=16**

- (A) Define interview. Discuss the various type of interview.
- (B) What is SWOT analysis? Do your own SWOT analysis.
- (C) Discuss the various issues of cross corporate culture. How it effect a global firm in its operations?
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