

Printed Pages : 1

Roll No. 

--	--	--	--	--	--	--	--	--	--

BOP365

**B.PHARM.**  
**THEORY EXAMINATION (SEM–VI) 2016-17**  
**PROFESSIONAL COMMUNICATION**

*Time : 3 Hours**Max. Marks : 100**Note : Be precise in your answer.***SECTION – A****1. Explain the following:****10 x 2 = 20**

- (a) Bibliography
- (b) Etiquette
- (c) Report
- (d) Kinesics
- (e) Eye contact
- (f) Time management
- (g) Posture
- (h) Presentation strategy
- (i) Thesis
- (j) Resume

**SECTION – B****2. Attempt any five of the following questions:****5 x 10 = 50**

- (a) Draft a C.V. for the post of research fellow with cover letter.
- (b) How many elements can a business letter constitute? Draft a letter of sales to sell a newly launched herbal drug for diabetes.
- (c) Describe in brief the meaning of encoding in professional communication. Discuss the levels of communication. Why technical communication has its own scope and significance in the globalized world.
- (d) What is candidate supposed to do before an interview and during the interview? What is the meaning of body language in an oral presentation?
- (e) Write about the corporate behavior. Discuss the various elements of corporate behavior.
- (f) What is team work? How the team work beneficial for an organization.
- (g) What is Exit interview? Discuss various types of questions that may be asked in an interview.
- (h) Define leadership. What are various leadership skills to be possessed by good leader? Write a difference between Leader and Manager.

**SECTION – C****Attempt any two of the following questions:****2 x 15 = 30**

- 3** What is Group Discussion? Explain Do's and Don'ts of group Discussion. Organize a G.D. on the topic "Who are better: Doctors or the Pharmacist".
- 4** Define the term "Extempore". Write a script on "Why is news paper reading important" in 150 words. Describe the characteristics of a good extempore speaker.
- 5** What is Proposal? Write the basic features of a proposal? Draft a proposal on any topic of your choice.