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BPHARM
(SEM VI) THEORY EXAMINATION 2017-18
PROFESSIONAL COMMUNICATION

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If you require any missing data; then choose suitably.

SECTION A

- 1. Attempt all questions. Do as directed in brackets. 2 x 10 = 20**
- a. What do you understand by the term Professional communication? Explain with its process.
 - b. Give difference between general and technical communication.
 - c. Explain types of proposals.
 - d. List leadership qualities of an effective leader.
 - e. Answer in brief- paralanguage and heparatics
 - f. Explain principles of corporate behavior.
 - g. List do's and don'ts of GD.
 - h. What do you understand by the term extempore? List the characteristics of a good extempore presenter.
 - i. Write preparation tips for an interview.
 - j. Explain how we can overcome the challenges to teamwork.

SECTION B

- 2. Attempt any three of the following: 10 x 3 = 30**
- a. Explain in detail the layout of Report writing.
 - b. List types of layout of business letters.
 - c. Prepare your curriculum vitae along with the cover letter.
 - d. What do you understand by barriers to communication with its types.
 - e. Define Time management along with the guidelines of effective time management and its advantages.

SECTION C

- 3. Attempt any one part of the following: 10 x 1=10**
- a. What do you understand by the term simulation? List the types of simulation exercises.
 - b. Define leadership. Describe the styles of leadership.
- 4. Attempt any one part of the following: 10 x 1=10**
- a. What is teamwork? Classify types of teams on the basis of their objectives.
 - b. Write notes on- Boss, Subordinates, colleagues focusing on their roles and relationship among each other.
- 5. Attempt any one part of the following: 10 x 1=10**
- a. Explain the process of conducting a G.D along with its purpose.
 - b. Give non-verbal aspects of communication.
- 6. Attempt any one part of the following: 10 x 1=10**
- a. What the elements and factors that design corporate behavior?
 - b. Define office etiquettes. Gives aspects or types of office etiquettes.
- 7. Attempt any one part of the following: 10 x 1=10**
- a. What is a business report? List its types.
 - b. What do you understand by the term Interview? List the techniques or types of Interview.