

**B PHARM**  
**(SEM VI) THEORY EXAMINATION 2018-19**  
**PROFESSIONAL COMMUNICATION**

Time: 3 Hours

Total Marks: 75

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

**SECTION A**

**1. Attempt all questions in brief. 10 x 2 = 20**

- a. How is an 'extempore' different from a 'group discussion'?
- b. What is a 'claim letter'?
- c. What is Noise?
- d. Why should one follow office etiquettes?
- e. Define kinesics.
- f. How should one's body language be during an interview?
- g. What purpose does a CV serve?
- h. Differentiate between corporate and technical communication.
- i. What do you understand by the term 'leadership'?
- j. What is the difference between 'exit interview' and 'interview'?

**SECTION B**

**2. Attempt any two parts of the following: 2 x 10 = 20**

- a. What are the various barriers to communication? Discuss in detail.
- b. Write a cover letter applying for the position of Quality Assurance Manager at Cipla Pharmaceutical Ltd. along with a proper CV. Make up the required details.
- c. What are the things one should keep in mind before, during and after a job interview? Write a small introduction of yourself like you would give in an interview.

**SECTION C**

**3. Attempt any five parts of the following: 7 x 5 = 35**

- a. What are the basics of a good technical proposal?
- b. What role does 'time management' play in professional life? What is its importance?
- c. Write a note on non-verbal communication and its types.
- d. Write down the points for an extempore on the subject: Malpractices in Medicine today.
- e. What are the things you should keep in mind during an exit interview?
- f. What is persuasive writing? How is it different from expressive writing?
- g. What are the qualities that a good leader should possess?