

**B. PHARM.
FIRST SEMESTER
COMMUNICATION SKILLS
BP105T [REPEAT]**

**SET
A**

(PART-A : Descriptive)

Time : 1 hr. 30 min.

Marks : 35

Very Short Answer Question

1×10=10

1. Inter personal communication can also be called _____.
2. _____ communication is also called Association.
3. _____ is a platform for mass communication.
4. _____ is important in public speaking.
5. According to the flow of communication, there are _____ types of communication.
6. Grapevine communication does not help in formal setting. Is it true?
7. Facebook live is _____ communication.
8. Whatsapp texts without words but symbols or signs is _____ communication.
9. Communication without _____ is unsuccessful communication.
10. _____ communication helps in developing useful ideas in which only one participant is required.

PART-B : Descriptive

[Answer any five (5) questions]

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|---|---------------|
| 1. Write any five important points to focus on for appearing a job interview. | 5 |
| 2. Explain the types of communication on the basis of flow. | 5 |
| 3. What are the merits and demerits of written communication? | 5 |
| 4. Define encoding and decoding. | 2.5+2.5
=5 |
| 5. Name any five barriers of communication. | 5 |
| 6. What are the steps involved in the process of communication? | 5 |
| 7. Define Mass communication. Give examples of its platform. | 3+2=5 |