

End Semester/Reappear (Semester I) Examination March 2022

**Programme: B. Pharm**  
**Subject: Communication Skills**  
**Subject Code: BP105T**  
**Enrollment No: \_\_\_\_\_**

**Full Marks: 35**  
**Time: 2 Hrs.**

**Section I**

- 1. Short Answer type questions. Answer any five. 5 x 5 = 25**
- Differentiate between General Communication and Technical Communication.
  - Describe the significance of facial expressions and eye contact in Oral Communication.
  - Underline the importance of non-verbal communication today's world.
  - Write a short note on paralinguistic features.
  - How does one go about understanding self?
  - How do group discussions contribute to successful business communication?
  - 'Overcoming stage fear is important for making an effective presentation.' Is it a myth or reality? Justify your answer.

**Section II**

- Long Answer type questions. Answer any one. 1 x 10 = 10**
- 'Social media helps in improving Listening Skills'. Explain.
  - How do verbal, vocal and visual components of communication impact a presentation?
  - What are the essentials of good business letter? Discuss at least three of them.

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