

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END-SEMESTER EXAMINATION)

CLASS: BPHARM
BRANCH: PHARM SCI TECH

SEMESTER: I
SESSION: MO/19

SUBJECT: BP105T COMMUNICATION SKILLS

TIME: 1.30 Hours.

FULL MARK: 35

A. Short Answers

(Answer five out of seven)

(05 x 05 = 25 marks)

1. Discuss on the scope and importance of communication.
2. Elaborate on the barriers in communication.
3. Write a sales letter to promote a new brand of television.
4. Elaborate on the different communication styles.
5. Enumerate on the process of listening.
6. Discuss on the structure and layout of a business letter with the help of a suitable diagram.
7. Elaborate on the different styles of reading.

B. Long Answers

(Answer one out of two)

(01 x 10 = 10 marks)

1. With winter approaching, you intend to purchase heating equipments for your office. Assuming yourself to be the purchase officer in the company, write a letter of intent to Bajaj Appliances Mumbai, seeking information about the availability and price of the product.
2. Differentiate between Kinesics and paralinguistic features of non verbal communication.

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