

BACHELOR OF PHARMACY EXAMINATION, 2025

First Year, First Semester

DEPARTMENT OF PHARMACY

Communication Skills

Time: Two Hours

Full Marks: 35

Group A

(Answer *any one* question)

[15]

1. Non-verbal communication often conveys more than words. Discuss the importance of tone, facial expressions, and body language in effective communication.

OR

2. Barriers to communication can significantly impact message delivery. Explain the various types of communication barriers and discuss how they can be overcome with suitable examples.

Group B

(Answer *any two* questions)

[10+10]

3. What is "active listening"? How does one become an active listener? Explain why active listening is an essential aspect of communication, using valid examples to support your answer.
4. Discuss the advantages and disadvantages of written communication, using examples from your own experience.
5. What communicative protocols and practical guidelines should a candidate obey while appearing for an interview?

6. a) As a pharmacist, you might have to explain a complex situation or issue to a patient from a very underprivileged socioeconomic background. What communicative skills would you need to win the patient's trust?

OR

- b) You have been asked to give a speech at the Freshers' event at your department. What strategy or approach would you use while preparing your speech to impress the audience?
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