

JADAVPUR UNIVERSITY
B. PHARMACY EXAMINATION, 2024
First Year, First Semester
DEPARTMENT OF PHARMACY
Communication Skills

Time: Two Hours

Full Marks: 50

Group A

(Answer *any one* question)

[15]

1) What is the purpose of communication? Explain briefly how ideal communication takes place.

OR

2) Discuss in detail the advantages and disadvantages of written communication using valid examples to support your arguments.

Group B

(Question 3 is mandatory, answer *any two* from the rest)

[15+10+10]

3a) What are the barriers to communication? Discuss any one barrier to communication in detail, along with ways to avoid it.

OR

3b) How is Verbal Communication different from Non-verbal Communication?

4) What is Communication Style Matrix? Discuss the 4 different types of Communication Styles.

5) Explain what you understand by “active listening” and state a few ways one could become an “active listener”. Discuss any four advantages of effective listening.

6) What professional traits and soft skills in terms of communication does the interview board look for in a candidate during group discussion?

[Turn over

7) What are the communicative protocols and rules that a candidate should follow in a session of group discussion?
