

Exam Date & Time: 23-Mar-2022 (10:00 AM - 11:30 AM)



# MANIPAL ACADEMY OF HIGHER EDUCATION

Communication Skills [PMA-BP105T - S2]

Marks: 35

Duration: 90 mins.

## I Long Answers

Answer all the questions.

- 1) Differentiate General from professional communication. Discuss in brief types, forms and flow of communication. What is formal and informal communication? Give an example for each in an organizational setup? (4+4+2=10marks) (10)

## II Short Answers

Answer all the questions.

- 1) Discuss in brief Language and Cultural Barriers with an example each. What is Visual Perception?  
Language affects the way in which the speaker expresses his words. Justify with an example. (5) (3+1+1=5marks)
- 2) Describe characteristics of four communication styles. Give an account of tips to be followed for each of these styles. Write short notes on Marginal listeners. (2+2+1=5 Marks) (5)
- 3) Explain three areas where communication skills are vital for pharmacist in healthcare field. (5)
- 4) How does group discussion differ from debate? Describe types and uses of group discussion. (5)
- 5) Enlist five Cs of business communication. Add a note on major forms of condensation. (5)

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