

Exam Date & Time: 21-Dec-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) Discuss in detail forms, types and flow of communication. What is formal and informal communication? Explain its importance in an organization. (7+3=10 marks) (10)

### II Short Answers

Answer all the questions.

- 1) Discuss Psychological and Language barriers to communication. Information overload strengthens the communication network in an organization. Comment. (4+1=5marks) (5)
- 2) What is assertiveness and expressiveness? Describe with an example how to communicate with the persons having different communication styles. Add a note on elements of communication. (1+3+1=5marks) (5)
- 3) Explain types of interview process. Discuss importance of presentation skills for university students. Enlist checklist for Effective and Ineffective Presentations. (5)
- 4) Group discussion is cooperative and debate is argumentative process. Comment. Describe types and uses of group discussion. (5)
- 5) Explain major forms of condensation in effective writing process. Mention role of effective writing in pharmacy field. (5)

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