



(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 150605**

Roll No.

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## **B. PHARM.**

(SEM. VI) THEORY EXAMINATION, 2014-15  
**BUSINESS COMMUNICATION**

Time : 3 Hours]

[Total Marks : 80

1 Attempt any Two **8x2=16**

(A) Define the term "Communication". How the communication becomes significant part of today's business? Discuss the various types of business communication with suitable example.

(B) Discuss briefly different tools and techniques of modern business communication.

(C) What do you understand by the term "Grapevine"? Discuss briefly with suitable diagram.

2 Attempt any Two : **8x2=16**

(A) " First impression is the last impression"-discuss it on the light of Image management. How clothing, grooming and body language is important for corporate executives?

- (B) Write short notes on:
- (a) Time Management
  - (b) Intelligence.
  - (c) Emotional Intelligence.
  - (d) Business Etiquettes.
- (C) Define Personality. What are the elements of personality? Discuss the different traits of personality.

**3** Attempt any Two : **8x2=16**

- (A) Write a letter to your drug distributor about the complaint received by you from your retailer for delay in delivery of life saving drugs.
- (B) Write a memorandum to your marketing team about the demand of new drug introduced for Cancer.
- (C) What do you understand by negotiation? Discuss different types of negotiation.

**4** Attempt any Two : **8x2=16**

- (A) How Information Technology (IT) impacts the today's corporate communication.
- (B) Discuss the role of 'Ethic' in business communication.

- (C) Write short notes on :
- (i) Audio and Video conferencing
  - (ii) Seminar and meetings.

**5** Attempt any Two

**8x2=16**

- (A) Define interview. Discuss the various type of interview.
- (B) What is SWOT analysis? Do your own SWOT analysis.
- (C) Discuss the various issues of cross corporate culture. How it effect a global firm in its operations?
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