

UG Odd Semester (CBCS) Exam., December—2016

PHARMACEUTICAL SCIENCE

(1st Semester)

Course No. : BPHCC-101

(Professional Communication)

*Full Marks : 70**Pass Marks : 28**Time : 3 hours**The figures in the margin indicate full marks
for the questions*Answer **five** questions, selecting **one**
from each Unit

UNIT—I

1. (a) What are the differences between American English and British English? 9
- (b) What are the main features of Spoken English? 5
2. (a) What are the important features of Written English? 9
- (b) What do you understand by MTI? Explain. 5

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(Turn Over)

UNIT—II

3. (a) Differentiate between traditional and communicative grammar models. 9
- (b) What is a response? What should be the adequate measures of response? 5
4. (a) Describe the features of concord in English. 9
- (b) Explain with example how one can express surprise, approval, regret and pleasure. 5

UNIT—III

5. (a) Differentiate between monophthongs and diphthongs of English with suitable examples. 9
- (b) Write a short note on plosive sounds. 5
6. (a) Explain the importance of intonation in English sentences. 9
- (b) What is stress in weakened form of the sounds? 5

UNIT—IV

7. (a) What is important in making presentations, debating and telephonic conversations? 9

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(Continued)

- (b) Write a short note on language of offers and advertisements. 5
8. (a) How to make a good presentation or write a good article for newspapers? 9
- (b) Explain the features of friendly communication. 5
- UNIT—V
9. (a) Prepare your CV in a proper format to apply in Hindustan Lever Private Limited for the post of Drug Inspector. 9
- (b) Explain some features of MLA style in relation to research papers and articles. 5
10. (a) Write a brief report on any *one* of the following : 9
- (i) Maritime terror : A major threat to India
- (ii) Role of ICT in Rural India
- (b) Write an application to the HOD of your department seeking permission to hold the pharmaceutical fest in the university. 5

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