







**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

2. Define communication. What are the elements of communication ? 2 + 3
3. Discuss in brief the different aspects of non-verbal communication.
4. How is a Ré sumé different from a CV ?
5. Rewrite the following as directed : 5 × 1
  - a) He said to me, "I won't do it again". ( Change the sentence into indirect speech )
  - b) He requested me not to leave him alone in the room. ( Change the sentence into direct speech )
  - c) One should keep one's promises. ( Change the voice )
  - d) He is so clever that I cannot keep pace with him. ( Turn it into a simple sentence )
  - e) There have ..... been disputes with our suppliers.  
( Use the correct form of the word 'rare' ).

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

6. What are some of the effective reading strategies that you would adopt in order to become an efficient reader ?

CS/B.Pharm/SEM-1/HU-101/2009-10



7. Write a letter of application along with your ré sumé in response to the advertisement ( given below ) published in The Telegraph on 15 November 2009.

#### SITUATIONS VACANT

A reputed pharmaceutical company requires young, presentable Marketing Executives with good interpersonal skills and aptitude for sales and marketing of pharmaceutical products. Salary at par industry for right candidates. Apply with your ré sumé to P.O. Box No. 16283. The Telegraph, Kolkata-72.

8. Imagine that you are doing a project on Marketing Strategies of Pharmaceutical Companies in India. Write a letter to the CEO, Sun Pharmaceutical Industries, Jammu-181133, requesting him to send you information about the company's marketing strategies. Tell him that you need the information for research purpose and include the details of what you want to know.
9. Write an essay on any *one* of the following :
- i) The fight for a clean and clear earth
  - ii) Student politics
  - iii) India in the 21st Century.