

(a) Discuss the various concepts which make the communication effective.

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(b) Discuss the role of non-verbal communication.

2 (a) What are the guide-lines to conduct seminars / conferences?

**OR**

(b) What is the role and importance of communication?

3 (a) What is the use of dictionary?

**OR**

(b) What are the various ways of expressing apology?

4 (a) Discuss the types and methods of learning and listening.

**OR**

(b) Draft a letter of response from a publisher to your enquiry of pharmacy text books as a librarian of your college.

**PART - B (4 x 5 = 20 Marks)**

1 Give the antonym for the following:

(a) affirm (b) benevolent (c) explicit (d) pragmatic (e) fragile

2 Give the synonym for the following:

(a) coherent (b) anguish (c) mitigate (d) queer (e) jeopardize

3 Explain the following one word substitutes in one or two sentences

(a) atheist (b) arbitrarily (c) nostalgia (d) obliterate (e) zealous

4 Rewrite the following sentences as directed:

(a) It's the \_\_\_\_\_ (large) company in the country. (use the correct form of verb)

(b) A new chance will be given to me. (change into passive voice)

(c) She said "It is time we had an agreement". (Change into indirect speech)

(d) Maldives is group of islands. (insert appropriate article)

(e) I was amazed \_\_\_\_\_ his dance performance. (use appropriate preposition)

**PART - C (5 x 6 = 30 Marks)**

1 (a) What made Carnegie's life always full and interesting?

**OR**

(b) What did Andrew Carnegie learn from his parents?

2 (a) What does being civilized mean, according to C.E.M. Joad?

**OR**

(b) How important are order and safety? Explain with examples.

3 (a) Explain the statement of Swami Vivekananda, 'This world is not our habitation; it is only one of the many stages through which we are passing.'

**OR**

(b) According to Swami Vivekananda, when will misery come to an end?

4 (a) What are the aspects of the rebelliousness of adolescence?

**OR**

(b) According to Benjamin spock, why does 'School failure' occur?

5 (a) Discuss the do's and don'ts of drafting and delivering a speech.

**OR**

(b) Draft a job application letter with a copy of your resume for the post of chemist in a reputed pharmaceutical company.

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