



P. RAMI REDDY MEMORIAL COLLEGE OF PHARMACY

(AUTONOMOUS)

Awarding University: JNTU Anantapur, Anantapuramu. Approved by PCI, New Delhi & Govt. of A.P.

Recognized u/s 2(f) & 12(b) of the UGC Act, 1956, New Delhi. Accredited by NAAC.

Code: 25BP105T

R25

B.Pharm I Year I Semester (R25) Regular Examinations March 2026

COMMUNICATION SKILLS

(B.Pharmacy)

Time: 3 hours

Max. Marks: 70

PART – A

(Compulsory Question)

- 1 Answer the following: (10 X 02 = 20 Marks)
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|--|--------|-----|----|
| (a) Mention any two basic definitions of communication. | C115.1 | I | 2M |
| (b) Give any two examples of emotional barriers of communication. | C115.1 | II | 2M |
| (c) What do you mean by perspectives in communication? Explain with examples. | C115.1 | II | 2M |
| (d) Define Nonverbal Communication and give illustrations. | C115.2 | I | 2M |
| (e) Briefly explain the features of direct communication style. | C115.2 | V | 2M |
| (f) Who is active listening? How it is different from passive listening? | C115.3 | III | 2M |
| (g) Bring out the importance of self-awareness and its relevance to listening skill. | C115.3 | III | 2M |
| (h) How do you ensure meaning in written communication? Discuss. | C115.3 | II | 2M |
| (i) Mention any two types of interviews and discuss their features. | C115.4 | II | 2M |
| (j) How do you overcome fear in oral presentations? | C115.4 | IV | 2M |

PART – B

(Answer all the questions: 05 X 10 = 50 Marks)

- 2 (a) Discuss the process of communication. C115.1 II 5M
(b) What strategies are useful in overcoming cultural and language barriers? Explain. C115.1 V 5M
- OR**
- 3 Give an account of various styles of communication with illustrations. C115.1 IV 10M
- 4 Elaborate on the role of body language in effective communication. C115.1 V 10M
- OR**
- 5 (a) List out the differences between oral and written communication. C115.2 II 5M
(b) Bring out the distinction between formal and informal communication. C115.2 I 5M
- 6 Discuss in detail the essential features of written communication. C115.3 II 10M
- OR**
- 7 What is audience oriented written communication? Elaborate. C115.3 II 10M
- 8 Discuss the crucial factors of listening in difficult situations. C115.3 II 10M
- OR**
- 9 What preparatory activities are essential for success in an interview? Explain. C115.4 IV 10M
- 10 Enumerate the dos and don'ts in an interview. C115.4 I 10M
- OR**
- 11 Discuss the important features of an effective oral presentation. C115.4 II 10M
