



# **ARKA JAIN University, Jharkhand**

**1st Semester 1st Internal Examination – 2023-2024**

**Subject: Communication Skills (Theory)**

**Course: B. Pharm**

**Time: 1 Hour**

**Full Marks: 30**

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**All the questions are compulsory**

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**I. Long Answers (Answer 1 out of 2) (1 x 10 = 10)**

1. Describe effective communication and its need.
2. What are the greatest challenges of communication? Explain.

**II. Short Answers (Answer 4 out of 6) (4 x 5 = 20)**

1. Write about the importance of listening in communication.
2. Analyse the effect of culture, gender, nationality or social class on communication.
3. Evaluate the role of facial expressions, gestures and pauses in communication?
4. Do you think the development of the internet and social media caused a change in the way we communicate (quality, quantity, style etc.)? Describe.
5. Write about the process of communication.
6. What are the different perspectives in Communication?