

CODE: BBA104

General English

Pass percentage: 35%

External Examination Time: 3hours

External Exam Marks: 70 Marks

Internal Assessment: 30 marks

Total: 100 Marks

- Course objectives:**
1. Improve the students' grammar, vocabulary, and sentence structure.
 2. Strengthen paragraph writing, letter writing, and comprehension skills.
 3. Enhance their ability to express ideas clearly and coherently in formal and informal contexts.
 4. Equip students with the necessary skills for professional and academic communication, including report writing, script writing, and descriptive writing.
 5. Familiarize students with mass communication forms such as radio and television news writing.
 6. Introduce students to the relationship between language and society, including style, register, and media communication.
 7. Prepare students for competitive exams by improving general awareness and communication techniques.

- Course Learning Outcomes:**
1. Apply grammar rules effectively in writing and speaking, including correct usage of tenses, sentence structure, and connectors.
 2. Construct well-organized paragraphs and essays by using appropriate formats and clear expression of ideas.
 3. Write different types of letters and compositions, including formal/informal letters, descriptive passages, and business correspondence.
 4. Develop skills in summarizing, report writing, and script writing suitable for business and media contexts.
 5. Comprehend and interpret written texts, including unseen passages and comprehension exercises, improving analytical reading ability.
 6. Demonstrate understanding of language in social contexts, including variations in style and register used in different forms of communication.
 7. Understand the role of communication in media and business, including basics of broadcasting, radio/TV journalism, and general awareness of current affairs.
 8. Prepare for competitive exams by improving general English proficiency, vocabulary, and functional usage.

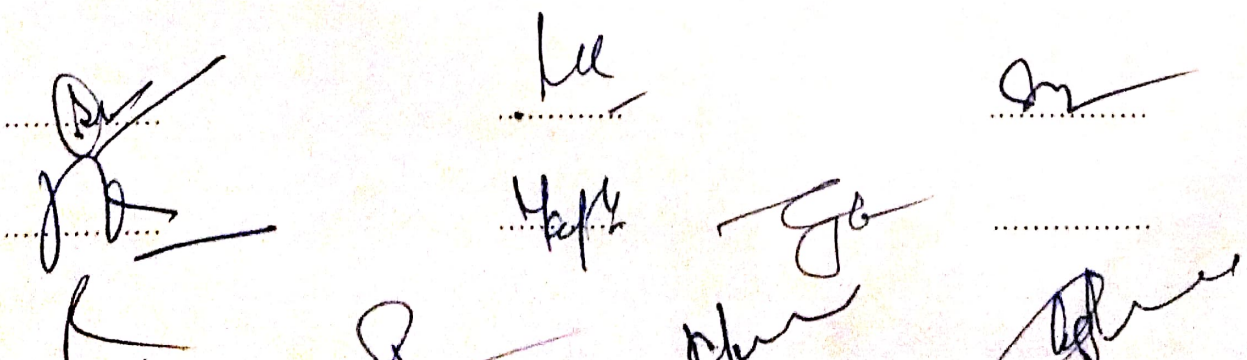
INSTRUCTIONS FOR THE PAPER-SETTER

The question paper covering the entire course shall be divided into three sections as follows:

It will consist of four essay type questions set by the examiner from Part-i and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weight of the section is 24 marks.

It will consist of four essay type questions set by the examiner from Part-ii and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weight of the section is 24 marks.

It will consist of 11 short answer questions. All questions are compulsory. Each question shall carry two marks; total weight of the section is 22 marks.

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INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt any two questions from Section A, any two questions from Section B and all question of section C.

SECTION-A

Imaginative Use of Parts of Speech , How to Plan Paragraph Writing , How to Change Direct into Indirect Speech and Vice Versa , Sentence Connectors and Cohesion , Substitution and Phrases.

SECTION-B

Letter writing , Precis and Comprehension , Paraphrasing and Expansion , Descriptive writing , Report writing , Script writing for Announcement , Comparing etc.

SECTION-C

Language and Society , Style and Registers , Language and Communication Fundamentals of Broadcasting , Radio as a Communication of Broadcasting , Radio as a Communication of Broadcasting TV Network in India and Education TV Network in India and Education , TV- Current Affairs and General Knowledge

For Practical:

There shall be two tutorial periods per period for the students to face the camera, gestures, speech, facial expression, Sip and eye movement, voice training and training in Techniques of broadcasting, etc. or all these purposes there should be organization of quiz competition, debates and other competitions, etc.

Recommended Book and Suggested Readings:

1. N, Krishnaswamy; Modern English(Macmillan-India)
2. R.O. Neil: English in Situations (OUP)
3. Ed Viola Huggins: What to say when (BBC London)
4. Geoffrey Boughton: Success with English: The Penguin Course: Course Book-I
5. Alexander Baird: Success with English: The Penguin Course. A first reader.
6. S.P. Jain: The Art of Broadcasting.
7. Corl Warren: Radio News Writing.

Teaching Learning Activities:

Assignments: Class assignments focus on a strong foundation of conceptual knowledge, better understanding of the subject and development of problem-solving skills.

Guest lectures: Guest lectures are conducted for overall development of students and a strong foundation of the subject.

Quizzes: Quizzes are organized to build the bridge between theoretical and practical applications of the learned concepts.

Group discussions: Group discussions are conducted to develop and boost the self confidence comparative aptitude and enhance the problem solving skills seminar seminars are conducted for overall personality development for interviews and class teaching this will help them in for the placement

