

**B.A. PART-III (Semester V)**  
**FUNCTIONAL ENGLISH**  
**(For Sessions 2019-20, 2020-21 and 2021-22)**

**RADIO AND TV BROADCASTING, GENERAL  
KNOWLEDGE & CURRENT AFFAIRS**

*Teaching periods (per week)*

*Theory - 4 periods*

*Tutorials - 2 periods*

*Theory: 75*

*Time Allowed: 3 Hours*

*Practical: 25*

*Pass Marks : 35%*

The paper shall consist of Units - I, II and III. The course content and allocation of marks in each part shall be as shown below:

***UNIT-I***

I. (a) News reading and writing news script for radio and television

One question with internal alternative shall be set from this area.

9 Marks

(b) General Knowledge (English Literature from 15th to 18th Century)

This question, of 3 marks, shall be objective type. One question of three parts – (i), (ii) and (iii) shall be set from this area. Each part shall carry one (1) mark. The answers to each of these questions may vary from one word to one sentence. There shall be no internal alternative in this question.

3x1=3 Marks

II (a) Announcements - for Radio and Television

One question with internal alternative shall be set from this area.

8 Marks

(b) General Knowledge (Sports, Cricket, Hockey and Football)

This question, of 3 marks, shall be objective type. One question of three parts – (i), (ii) and (iii) shall be set from this area. Each part shall carry one (1) mark. The answers to each of these questions may vary from one word to one sentence. There shall be no internal alternative in this question.

3x1=3 Marks

## ***UNIT-II***

### III (a) Compering - for Radio and Television

One question with internal alternative shall be set from this area.

8 Marks

### (b) General Knowledge (History related to India)

This question, of 3 marks, shall be objective type. One question of three parts – (i), (ii) and (iii) shall be set from this area. Each part shall carry one (1) mark. The answers to each of these questions may vary from one word to one sentence. There shall be no internal alternative in this question.

3x1=3 Marks

### IV (a) Making commentaries on Radio and Television

One question with internal alternative shall be set from this area.

8 Marks

### (b) General Knowledge (Geography related to India)

This question, of 3 marks, shall be objective type. One question of three parts – (i), (ii) and (iii) shall be set from this area. Each part shall carry one (1) mark. The answers to each of these questions may vary from one word to one sentence. There shall be no internal alternative in this question.

3 Marks

## ***UNIT-III***

This part shall cover the units mentioned above. It shall carry 30 marks in all. There shall be one question in this unit consisting of two parts. In Part (i) of this question, there shall be five short-answer questions dealing with aspects of Radio and TV Broadcasting. Each question shall be answered in about 30-40 words and shall be of 2 marks each (5x2=10). Part (ii) of this question shall pertain to General Knowledge and Current Affairs and shall carry 20 marks in all. In this part, the examiner shall set 20 questions, each of one (1) mark, based on all the four areas of General Knowledge and Current Affairs in the above-mentioned four sections. The examiner may set multiple-choice questions, fill-in-the-blanks or objective-type questions in which one-word answer is to be given by the

candidate. The examiner may also set questions in which items in column A have to be matched with their counterparts in column B.

10+20=30 Marks

### **PRACTICAL EXAMINATION**

Practical Hours : 4 Hours per week

Time : 3 Hours

Max. Marks : 25 Marks

### **COURSE CONTENT**

Training in facing the Camera, Gestures and Speech, Facial expressions, Lip movement, Eye movements, Voice training and training in the technique of broadcasting on Radio and T.V.

Field Work : Visit to the T.V. and Radio Stations. Exposure to the different mechanisms of Radio and T.V. broadcasting is necessary. Participation in local functions like Tournaments and Cultural Programmes is also necessary.

Practical Examination shall be held by one external examiner and one internal examiner.

**B.A. PART-III (Semester VI)**  
**FUNCTIONAL ENGLISH**  
**(For Sessions 2019-20, 2020-21 and 2021-22)**

**ENTREPRENEURSHIP DEVELOPMENT**

**Total Teaching Periods : 75**

**Max. Marks : 100**

**Pass Marks : 35 %**

This paper shall consist of two components - Practical and Theory. The practical component, which accounts for 60 marks in all, shall comprise two parts, i.e. Part I and Part II. The Theory paper shall carry a weightage of 40 marks in all.

The course content and the division of marks in each of these components are as shown below:

**PRACTICAL**

Marks: 60

**PART-I**

Project and On-the-Job Training Report-I

**Objective:** To give apprenticeship training in the Teaching of Conversational Skills.

**Course Content:** English in situations. Each student shall work as a tutor to business people, householders or housewives interested in learning Conversational Skills in English. Tutorship shall be for a period of four weeks.

**PART-II**

Project and On-the-Job Training Report-II

**Objective:** To work in and be part of a commercial enterprise.

**Course Content:** Each student shall work as a receptionist at a noted hotel or academy etc. Or he/she shall work as a receptionist at a well-known firm for a period of four weeks during the summer vacation following B.A. Part II.

**THEORY PAPER**

## **ENTREPRENEURSHIP DEVELOPMENT**

**Max. Marks : 40**

**Time Allowed : 2 hours**

**Pass Marks : 35%**

This paper shall consist of units: I, II and III. The course content and division of marks in each part shall be as shown below:

### **UNIT-I**

1. Need, Scope and Characteristics of Entrepreneurship
2. Identification of Opportunities
3. Exposure to Demand-based, Resource-based, Service-based, Import-Substitute and Export-Promotion Industries

One question with internal alternative shall be set from these areas. It shall carry 6 marks.

4. Market Survey of Techniques
5. Structure of Project Report
6. Institutions, Financing Procedures and Financial Incentives

One question with internal alternative shall be set from these areas. It shall carry 6 marks.

### **UNIT-II**

7. Resource Management - Man, Machine and Material
8. Elements of Marketing and Sales Management
9. Understanding Human Behaviour

One question with internal alternative shall be set from these areas. It shall carry 6 marks.

10. Conduct of Mini Market Survey
11. Importance of Advertising in Entrepreneurship
12. Social Responsibility & Ethics in Small Enterprises
13. Creativity and Innovation, Problem-Solving Approach, Strengths, Weaknesses, Opportunities and Threats to an Entrepreneur

One question with internal alternative shall be set from these areas. It shall carry 6 marks.

### ***UNIT-III***

This section shall carry a weightage of 16 marks in all. It shall comprise 8 short-answer questions based on all the areas in the above mentioned two units. The answer to each question shall be given in 30-40 words and each question shall carry 2 marks. There shall be no choice in this question.

### **SUGGESTED READINGS**

1. *Practice of Entrepreneurship*: Morodith, G.G. & Nelson
2. *Developing Entrepreneurship: A Handbook of Learning Systems* by Rao, T.V. & Pareek, U.
3. *Entrepreneur's Master Planning Guide: How to Launch Successful Business* by Walsh, J.A. & Jerry, F.W.
4. *Entrepreneurship Development* by C.B. Gupta
5. *Entrepreneurship Development* by Dr. S.G. Bhanushal, Himalaya Publishing House