

SCHEME OF EXAMINATION
BACHELOR OF JOURNALISM & MASS COMMUNICATION (B.J.M.C.)
THREE YEAR PROGRAMME (SEMESTER SYSTEM)

2011

First Year

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks the theory marks secured by the candidate shall be proportionately enhanced.

First Semester

| Paper | Nomenclature | External | Internal assessment | Total Marks |
|------------|---|----------|---------------------|-------------|
| DEBJMC-101 | Communication Skills | 70 | 30 | 100 |
| DEBJMC-102 | Hindi – I | 70 | 30 | 100 |
| DEBJMC-103 | English-I | 70 | 30 | 100 |
| DEBJMC-104 | Report Writing & Presentation | 70 | 30 | 100 |
| DEBJMC-105 | Computer Skills for Business Management | 70 | 30 | 100 |

Second Semester

| Paper | Nomenclature | External | Internal assessment | Total Marks |
|------------|---------------------------------|----------|---------------------|-------------|
| DEBJMC-201 | Leadership & Team Effectiveness | 70 | 30 | 100 |
| DEBJMC-202 | Hindi – II | 70 | 30 | 100 |
| DEBJMC-203 | English-II | 70 | 30 | 100 |
| DEBJMC-204 | Technical & Creative Writing | 70 | 30 | 100 |
| DEBJMC-205 | Desktop Publishing | 70 | 30 | 100 |

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

First Semester

COMMUNICATION SKILLS

PAPER CODE: DEBJMC-101

External: 70

Internal: 30

Note:

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UNIT - I

Introduction to Communication: Definition, Communication Cycle/Process, The Elements of Communication: Sender; Message; Channel; Receiver, Feedback & Context, Definition of Communication Process, Stages in the Process: Defining the context, Knowing the Audience, Designing the Message, Encoding, Selecting Proper Channels, Transmitting, Receiving, Decoding and Giving Feedback.

UNIT - II

Types of Communication: Formal, Informal, Verbal, Non-Verbal, Vertical, Horizontal, Diagonal.

UNIT - III

Principals of Effective Communication: Definition of Effective Communication, Communication Barriers and How to Overcome them, Developing Effective Messages, Thinking about Purpose, Knowing the Audience, Structuring the Message, Selecting Proper Channels, Minimizing Barriers and Facilitating Feedback.

UNIT - IV

Non-verbal Graphic Communication: Non-Verbal Codes: A-Kinesecs, B-Proxemics, C-Haptics, D-Vocalics, E-Physical Appearance, F-Chronemics, G-Artifacts, Aspects of Body Language, Interpreting Visuals & Illustrating with Visuals like Tables, Charts & Graphs.

UNIT - V

Formal Written Skills: Office Drafting : Circular, Notice and Memo, Job Application with Résumé, Business Correspondence: Enquiry, Order Letter, Complaint Letter and Adjustment Letter, Report Writing: Accident Report, Fall in Production, Progress/ Investigative, Defining & Describing Objects & Giving Instructions.

HINDI-I

PAPER CODE: DEBJMC-102

External: 70

Internal: 30

Note:

1. The examiner is required to set question paper as per the guidelines/instructions given in the syllabi of the paper. The students are required to attempt the questions accordingly.

- Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Syllabus and course of reading: As prescribed by the University BA - Part I Hindi (Compulsory).

ENGLISH-I PAPER CODE: DEBJMC-103

External: 70

Internal: 30

Note:

- The examiner is required to set question paper as per the guidelines/instructions given in the syllabi of the paper. The students are required to attempt the questions accordingly.
- Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Syllabus and course of reading: As prescribed by the University BA - Part I English (Compulsory).

Text Prescribed: A Remedial English Grammar for Foreign Students by FT. Wood.

The following items may be deleted:

Item Nos.:

- | | |
|---------------------------------------|--------------------------------------|
| 8. Transformations | 9. Confusion of Adjectives & Adverbs |
| 10. Adverbial use of No, Not and None | 13. The Pro word one |
| 15. Redundant Pronouns & Preposition | 16. The use of correlatives. |

REPORT WRITING AND PRESENTATION PAPER CODE: DEBJMC-104

External: 70

Internal: 30

Note:

- There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
- Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Management Information System

Information, As the basic of Communication, Written Communication, Communication Diagnosis, Communication Models, Consulting Models, Ethical Considerations Of Consulting, Consultant-Client Relationship, Consulting Practices. Diagnosis and Practices.

Preparation & Report Writing

Data Collecting and Data Analyzing Techniques, Audit, Practical Problems, Various parts/ sections of report, Components of Report, Report Writing Techniques

Presentation

Structure, Matter, Delivery, Use of Aids, Objective, Identification of Target Audience, Choosing the Appropriate Format, Organizing the Information & Report, Choosing Components of Presentation based on Objective, target Audience, Communication Language

COMPUTER SKILLS FOR BUSINESS MANAGEMENT

PAPER CODE: DEBJMC-105

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
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UNIT - I: *Fundamentals of Information Technology:* Evolution of Computers, Classification of Computer Systems Block Diagram, Flowchart, Algorithm, Number System and Arithmetic, Binary, Octal and Hexadecimal Number System Binary Codes Conversions.

UNIT - II: *Computer Software:* Application and Systems Software, Word Processors, Spreadsheets, Presentation Graphics, Introduction to DBMS.

UNIT - III: *Managing Data:* Programming Languages and their Classification: Assemblers, Compilers and Interpreters.

Operating System: Functions of Operating Systems, Multitasking, Multiprocessing, Real Time Systems.

UNIT - IV: *Computer Hardware:* Central Processing Unit, Memories, I/O Devices and their Functions.

UNIT - V: *Computer Networks:* Overview of Computer Networks, Applications and Advantages of Computer Networks, Topologies (Ring, Bus, Star, Mesh), Communication Media and Devices, Types of Networks (LAN/WAN/MAN).

UNIT - VI: *Overview of CBIS Application:* Introduction to Internet and e-mail, Concept of: MIS, DSS, GDSS, ERP, OLIP, Data warehousing, Data Mining, e-Commerce.

Semester-II

LEADERSHIP AND TEAM EFFECTIVENESS

PAPER CODE: DEBJMC-201

External: 70

Internal: 30

Note:

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examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

1. Introduction to Leadership and Team effectiveness
2. Leadership: Type, Style and Behaviours
3. Leadership Contingency Theories: Propositions and Applications
4. Recent Development in Leadership Approaches
5. Team as a Medium of Learning, Development and Change and Role of Leadership
6. Role of Leadership in enhancing Interpersonal Trust
7. Managing Interpersonal and Intergroup Conflicts
8. Power Dynamics in Groups
9. Cross-cultural Influence on Leadership Effectiveness

HINDI-II

PAPER CODE: DEBJMC-202

External: 70

Internal: 30

Note:

1. The examiner is required to set question paper as per the guidelines/instructions given in the syllabi of the paper. The students are required to attempt the questions accordingly.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Syllabus and course of reading: As prescribed by the University BA - Part II Hindi (Compulsory).

ENGLISH-II

PAPER CODE: DEBJMC-203

External: 70

Internal: 30

Note:

1. The examiner is required to set question paper as per the guidelines/instructions given in the syllabi of the paper. The students are required to attempt the questions accordingly.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Syllabus and course of reading: As prescribed by the University BA - Part II English (Compulsory). Text book prescribed 'A course book of English Grammar, Composition and Translation.

TECHNICAL AND CREATIVE WRITING

PAPER CODE: DEBJMC-204

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
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Essential Grammar: Basic Sentence Patterns, Basic Parts of the Sentence, Parts of Speech, Phrases and Clauses

Business Correspondence and Application Letters: Common Types of Application Letters, Common Sections in Application Letters, Background Details in the Application Letter, Checklist of Common Problems in Application Letters, Complaint and Adjustment Letters, Inquiry Letters: Types and Contexts

Book Design: Introduction, Front and Back Covers, Title Page, Edition Notice, Disclaimers, Trademarks, Warranties, Safety Notices, Communication Statements, Table of Contents—List of Figures, Preface, Body Chapters, Appendixes, Glossary, Index, Reader-Response form, Book Design and Layout, Page Design, Headings, Lists, Notices, Tables, Highlighting, Margins, Indentation & Alignment, Fonts & Colour, Graphics and Tables, Graphics an Overview, Drawings, Diagrams, Photos, Uses of Illustrations and Photos, Formatting Requirements, Producing Illustrations, Photographs, Tables, Uses for Tables, Table Format, Producing Tables, Charts and Graphs, Producing Charts and Graphs, Documenting Graphics Indicating Sources, General Guidelines for Graphics—a Review

Technical Writing: About the Technical Report—Types of Technical Reports, Audience and Situation in Technical Reports, Topics for Technical Reports, General Characteristics of Technical Reports, Checklist for the Technical Report, More Technical Report, Technical Background Reports, Primary Research Reports, Business Plans, Technical Specifications

Creative Writing: Choose the Right Story Structure, Types of Structures, Narrative Structures, Structural Devices, Structural Issues, Choose the Right Way to Tell Your Story, Consider Multi-Media

Creative Writing Process: Introduction, Idea Collection Sheets, Categorizing Ideas, Converting to Mind Map form, Conversion to Linear form

DESKTOP PUBLISHING

PAPER CODE: DEBJMC-205

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
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1. BASICS OF WINDOWS XP
2. DESK TOP PUBLISHING
3. PAGEMAKER 7.0
4. CORELDRAW
5. ADOBE ILLUSTRATOR CS4
6. ADOBE PHOTOSHOP CS4
7. INDESIGN CS4
8. QUARKXPRESS250-275