

**Second Year B. B. A.
Paper - 5 Communication Skills (Paper - II)**

Objectives :

To impart training to the student with a view to develop communicative competence in English at the end of the course by helping them to perform satisfactorily in the following sets of tasks and activities.

1. Listening :

1. Listening to and understanding conversation English with conversational pieces based on familiar situations.
2. Listening to and understanding speeches, lectures, passages dictated on topics of general interest or related to business management as well as to passages read aloud.
3. Listening to speeches, lectures or passages read aloud and taking notes.

Recommended Books and Recorded Courses :

1. James, K. Et al. 1979. Listening Comprehension and Note-taking course 1987 reprint. London : Collins ELT. (Strongly recommended)
2. Choosing your English. BBC
3. Language of Business BBC
4. Modern Office Ltd. BBC
5. The Bellecrest Story BBC and OUP
6. Getting on in English BBC
7. Advance English Course Linguaphone.

2. Speaking :

1. Reporting event and meetings that have taken place or are likely to take place.
2. Making short extempore speeches in formal and informal settings on topics related to day-to-day life and business management.
3. Participating in discussion in a group on given topics.
4. Conducting business meetings of companies and committee.

Book Recommended :

Morrow, K and Johnson, K. 1980. Communicate : English for Social Interaction Vol.2. Cambridge : Cambridge University Press.

3. Reading :

1. Intensive reading : A novel or a book of prose selections to be prescribed by the Board of studies in English.
2. Extensive reading of at least four books in a year, each of which will deal with a different genre. The books be selected by the student in consultation with the teacher.
3. Reading aloud passage and short speeches.

4. Writing :

1. Writing on topics pertaining to the theory of communication, viz. (a) The Nature of the Communicative Act. (b) Objectives of communication. (c) types and Methods of Communication and (d) Barriers to Communication.
2. Drafting (a) telegrams, (b) letters for sales promotion, (c) reports Individual and committee and (d) press reports. The report in (e) shall be on the following topics : (i) Annual Reports of Companies, (ii) Selection of Site (iii) Decline in sales, (iv) Accidents, (v) inquiry about strikes / labour problems labour welfare, and shall take into account 'notes of dissent.'
3. Writing minutes of meeting and drafting speeches.
4. Precise writing and writing reviews of the books read.
5. Showing close acquaintance with the text prescribed for intensive reading.

Book Recommended :

1. Kane, TS. 1983. the Oxford Guide to Writing New York : OUP.
2. Murphy, H and peek Effective Business Communication. TMH.
3. Pradhan et al. Business Communication. Himalaya Publishers.
4. Jain and Duger, Secretarial Drafting and Business Correspondence. World Press.
5. Mehta et al. Comprehensive Business Communication, Orient Longman.
6. Pal and Suri, Essential of Business Communication. S. Chand.
7. Rai and Koli, Business Communication. Himalaya Publication.
8. Verma O.P., Office Procedure and drafting Verma Publication.

Scheme of Examination :-

1. The Examination will be conducted in two parts: written and oral-aural. Both will carry equal weightage in internal as well as external examination in the ratio of 70:30.

2. The written examination will be of three hours duration and carry 70 marks.
3. Aural-oral test will comprise :
 - a. the testing of listening comprehension through listing and dictation groups,
 - b. tasks based on materials meant to test the skills of reading and speaking, and
 - c. questions based on books read and other assignments done as a part of the course work.

General:

1. The teaching work is into lectures and tutorials.
2. Improvement in speech will be made through reading aloud with the teacher correcting only serious errors of pronunciation and ensuring the maintenance of proper rhythm of language used in the passage being read.
3. Exercises in vocabulary building will be done in the tutorial sessions.

Weighting of various Items:

1. Written Examination 70 marks

The break up of marks will be as follows:

1. Prescribed text 20 Marks
2. Theory of Communication 10 marks
3. (a) Telegrams and (b) Letters for Sales promotion 06 marks
4. Reports (Individual / Committee / Press) 08 marks
5. Minutes of Meetings 08 marks
6. Drafting of Speeches 08 marks
7. Precise writing 10 marks

2. Aural-Oral (Practice) Examination 70 marks

The break up of marks will be as follows:

1. Listening 20 marks
2. Dictation/Note talking 15 marks
3. Reading 10 marks
4. Speaking 25 marks

4. The total number of marks obtained by a candidate out of 140, that is the total of written and aural-oral examinations shall be divided by two so as to get marks out of 70 at External examination.