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**CSAOEUG(H) - LINUX & SHELL PROGRAMMING**  
**CREDIT 3 : LTP (2:0:1)**

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**Course Objectivess:**

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This course will prepare students to understand Linux/UNIX environments. This course will also prepare students for shell programming and Linux System Administration .

**UNIT - I**

Linux introduction and file system - Basic Features, Different flavors of Linux. Advantages, Installing requirement, Basic Architecture of Unix/Linux system, Kernel, Shell, Linux standard directories.

Commands for files and directories cd, ls, cp, md, rm, mkdir, rmdir, pwd, file, more, less.

**UNIT-II**

Creating and viewing files using cat, file comparisons – cmp & comm, View files, disk related commands, checking disk free spaces.

Essential linux commands Understanding shells, Processes in linux - process fundamentals, connecting processes with pipes, Redirecting input output, manual help, Background processing.

**UNIT-III**

managing multiple processes, changing process priority with nice, scheduling of processes at command, cron commands, kill, ps, who, sleep, Printing commands, touch, file related commands -wc, cut, dd, etc.

Mathematical commands- bc, expr.

**UNIT - IV**

Creating and editing files with vi & vim editor.

Shell programming- Basic of shell programming, Various types of shell available in Linux, comparisons between various shells, shell programming in bash, read command, conditional and looping statements, case statements, parameter passing and arguments, Shell variables, system shell variables, shell keywords

Creating Shell programs for automate system tasks.

**UNIT - V**

Simple filter commands – pr, head, tail, cut, paste, sort, uniq, tr. Filter using regular expressions – grep, egrep, and sed.

awk and sed

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### Expected Outcomes

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- Understanding the basic set of commands and utilities in Linux/UNIX systems.
- Understand the inner workings of Linux like operating systems.
- Obtain a foundation for an advanced course in operating systems
- Able to writing shell script
- Understand back ground and fore ground Process
- Understand Linux System Administration

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### TEXT BOOKS

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- Sumitabha Das "Unix - Concepts & Applications " (Third Ed.) Tata Mcgraw Hill Publications.
- Graham Glass & King Ables, "Unix for Programmers and Users" (Third Ed.) - Pearson Education India.(Low Prices Edition)

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### REFERENCE BOOKS:

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- Cristopher Negus "Red Hat Linux 9 Bible" IDG Books India Ltd.
- Jack T Ackett, David Gunter " Using Linux" PHI , EEE Edition
- Nicholas Wells "Linux Installation and Administration" Vikas Publishing, New Delhi
- Yashwant Kanetkar "Unix Shell Programming" BPB Publications,
- Red Hat Linux Unleashed Techmedia (Bpb Publications)
- Wells "Linux Networking and Security" Vikas Publishing, New Deihi

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### LIST OF PRACTICALS – Linux & SHell Programming

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1. Usage of following commands: ls, pwd, tty, cat, who, who am I, rm, mkdir, rmdir, touch, cd.
2. Usage of following commands: cal, cat(append), cat(concatenate), mv, cp, man, date.
3. Usage of following commands: chmod, grep, tput (clear, highlight), bc.
4. Write a shell script to check if the number entered at the command line is prime or not.
5. Write a shell script to modify "cal" command to display calendars of the specified months.
6. Write a shell script to modify "cal" command to display calendars of the specified range of months.
7. Write a shell script to accept a login name. If not a valid login name display message – "Entered login name is invalid".
8. Write a shell script to display date in the mm/dd/yy format.
9. Write a shell script to display on the screen sorted output of "who" command along with the total number of users .
10. Write a shell script to display the multiplication table any number,
11. Write a shell script to compare two files and if found equal asks the user to delete the duplicate file.
12. Write a shell script to find the sum of digits of a given number.
13. Write a shell script to merge the contents of three files, sort the contents and then display them page by page.
14. Write a shell script to find the LCD(least common divisor) of two numbers.

15. Write a shell script to perform the tasks of basic calculator.
16. Write a shell script to find the power of a given number.
17. Write a shell script to find the factorial of a given number.
18. Write a shell script to check whether the number is Armstrong or not.
19. Write a shell script to check whether the file have all the permissions or not.
20. Program to show the pyramid of special character “\*”.

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Course	Subject	Marks			Credit
		T	P	I	
B.Sc.(MM)5	Social Science	40	-	10	3 (OE4)

**Objectives:**

- To provide social, psychological and environmental awareness to students.

**Unit 1: Basics of sociology**

Concept, definitions and importance of sociology, Relation of sociology with other social sciences, Group-Community-Institution- organisation-Society-Humanity-Biosphere and their unity and inter- dependence, Meaning of family, kinship, class, caste, clan, tribe, marriage.

**Unit 2: Socialization**

Concept of socialization, social stratification, Concept, definitions and process of social change, Understanding of contemporary changes in India, Characteristics of Indian culture.

**Unit 3: Psychology**

Concept, definitions and importance of psychology, Relation of psychology with other social sciences, Importance of studying psychology for media students, Psychology of social groups , Elements and process of human behavior, Theory of information Opinion and attitude formation.

**Unit 4: Urban Sociology**

Definition, Nature of Urban Sociology, Importance of Urban Sociology, Process of Urbanization

**Unit 5: Rural Sociology**

Origin And Development Of Rural Sociology In India, Importance Of Rural Sociology In India, Rural Social Structure, Panchayat Raj system

**Assignments:**

- To assess the present Process and social changes.
- To analyses the changes of Indian culture
- To find out Air pollution in your city.

**Text Books and References**

- As Social Science by author R.S. Baweja Manohar Publications(November 1, 2010)
- Nagala B.K.Indian Sociological Thought Rawat Publications, Jaipur 2008
- Sociology Vidhiya Bhushan &R.C Sachdewa
- Desai A. R. Rural Sociology in India, Popular Prakashan, Bombay (5th Edn) 1994.
- Mukharji Radhakamal The Dynamics of Rural Society, A. C. Mukharji Berlin 1957.
- Rajendra K. Sharma Urban Sociology, Atlantic Publishers and Distributors, New Delhi, 1997

*Shalash*

*On On*

# OE Paper 12 : Writing for Magazines

## (3 Credits)

### Unit-1 Understanding Magazine

1. Definition: Newspaper supplements and Magazines, History of Magazines
2. Types of Magazines
3. New Trends like Glossy magazines, Online & Web magazines

### Unit-2 Content Management

1. Understanding the target audience and positioning of the Magazine
2. Choosing interesting subjects, imaginative selection of topics, Converting innovative ideas to articles
3. Cover story, Deciding the thrust areas, series and columns, planning special issues

### Unit-3 Writing for Magazine

1. Difference between Magazine story and Newspaper reporting
2. Creative writing, Crisp language special skills for specialized areas
3. Effect of new media on writing style, Visual versus Verbal, Freelance writing, Online writing skills

### Unit-4 Editing a Magazine

1. Editorial objectives, workflow
2. Content study : Balancing content, creativity in editing, evaluation of manuscripts, correction and verification, writing effective bites
3. Photos, illustrations and other graphics

### Unit-5 Magazine Management

1. Structure of editorial department
2. Magazine Production – Layout and design, Master pages and Templates, Style sheet, special effects like Bleed and Trims
3. Economics – Sales and Subscription, Production cost and Pricing Distribution networks, Magazine Promotions



विभागाध्यक्ष  
(जन संचार)

9440  
DE-4440

## DEFENCE JOURNALISM

Unit-1 Structure of Indian armed forces										
	L	T	S	W	D	V	P	T		
1.1 Origin and development of Defense services in India	3	-	-	-	-	-	-	3		
1.2 ARMY Its origin and development	3	-	-	-	-	-	1	4		
1.3 Navy: Its origin and development	3	-	-	-	-	-	-	3		
1.4 Air force: Its origin and development	3	-	-	-	-	-	2	5		
1.5 Paramilitary forces	3	-	-	-	-	-	1	4		

Unit-2 Organization and functions										
	L	T	S	W	D	V	P	T		
2.1 Organization and functions of the ministry of defense, and its departments	3	-	-	-	-	-	-	3		
2.2 Structure of India's defense budget,	3	-	-	-	-	-	1	4		
2.3 Defence policies: meaning; definition and concept	3	-	-	-	-	-	-	3		
2.4 India's major defense training institutes	3	-	-	-	-	-	2	5		
2.5 Defense Management in the Armed Forces Human Resource Management in Armed Forces	3	-	-	-	-	-	1	4		

Unit-3 Military Technology										
	L	T	S	W	D	V	P	T		
3.1 Introduction and role of Armed Forces in Disaster response Required Traits, Training and Preparedness for Armed Forces	3	-	-	-	-	-	-	3		
3.2 Small arms technology, Armored Vehicles Technology, Submarines and Aircraft Carrier Aircraft, Rocket, Missile and Space Vehicle	3	-	-	-	-	-	1	4		
3.3 MODERNISATION & INDIAN ARMY. Rational of Defense production in India Role of Defense Production in National Development Structure of Defense Production Role and Functions of Department of Defense Production and DRDO Ordnance Factories-Its Highlights Make in India' & Defense Procurement.	3	-	-	-	-	-	-	3		
3.4 By indigenous means-by public and private sectors	3	-	-	-	-	-	2	5		

Signature (S. P. P.)

3.5 By transfer of technology: Its political, military and economic impact Advantages of foreign collaboration and joint military technological venture	3	-	-	-	-	-	1	4
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<b>Unit-4 Present Scenario &amp; challenges</b>	<b>L</b>	<b>T</b>	<b>S</b>	<b>W</b>	<b>D</b>	<b>V</b>	<b>P</b>	<b>T</b>
4.1 India and its neighboring countries	3	-	-	-	-	-	-	3
4.2 Wars after India's Independence	3	-	-	-	-	-	1	4
4.3 Present challenges of Defense	3	-	-	-	-	-	-	3
4.4 Social face of Defense	3	-	-	-	-	-	2	5
4.5 Humanitarianism and Conflict	3	-	-	-	-	-	1	4

<b>Unit-5 Defense Reporting</b>	<b>L</b>	<b>T</b>	<b>S</b>	<b>W</b>	<b>D</b>	<b>V</b>	<b>P</b>	<b>T</b>
5.1 Defence Reporting: Necessity & History , Defence And Media , Defence Reporting And Its Hurdles ,Its Risk And Do's And Don'ts,	3	-	-	-	-	-	-	3
5.2 Types Of Defense Reporting.: War ,Peace	3	-	-	-	-	-	1	4
5.3 News Sources In Defence And How To Keep Them. Defense News Through Non-Defense Sources	3	-	-	-	-	-	-	3
5.4 Defence Reporter: Preparation And Essential Requisites	3	-	-	-	-	-	2	5
5.5 Tools Of A Defense Reporter, Writing On Defense Issues	3	-	-	-	-	-	1	4

4769  
OE-4769

Course	Industrial Safety and Management				Marking Scheme	Credits		
BTech(PP)6					T	P	I	3
					40	-	10	(OE14)

**Objective: To introduce and acknowledge about Industrial safety from fire ,chemical, environmental or health related.**

**Unit I: Fire Protection and Chemical Safety**

Definition of fire, elements of fire, Causes of fire, Classification of fire; spreading of fire; Method of extinguishing fire; different extinguishing medias- water, foam, dry powder, ABC Powder, CO2, Halon. Chemical risk analysis: -Flammability - vapor pressure, limits of flammability, Flash points, auto-ignition temperature. Stability: - Experimental methods of determination, classifications of instability risk; Toxicity: - Evaluation parameter, level of toxic risk, problem posed by determination of toxicity risk level.

**Unit II: Safety Planning and Its Industrial Application**

Effective planning for safety- Definition, need, nature, principles, policy and formulation. Safety in industries involving hazardous processes, highly flammable liquids & flammable compressed gases, safety in chemical works, application of safety in handling corrosive substances, safety audit in various types of factories, types of safety audit, its methodology and reporting.

**Unit III: Laws related to Safety, Health & Environment**

Factories Act 1948. The Plantation Labour Act, 1955; Environment (Protection) Act 1986, (MSIHC) Rules 1989. The Water (Prevention & Control of Pollution) Act, 1974, amended 1988; Manufacture, Storage and Import of Hazardous Chemicals Rules, 1989 amended 2000 , Chemical Accidents (Emergency Planning, Preparedness and Response) Rules, 1996; The Air (Prevention & Control of Pollution) Act, 1981 amended 1987, Chemical Accidents (Emergency, Planning, preparedness and response) Rules 1996.



#### **Unit IV: Pollution Control, Solid and Hazardous waste Management**

Air Pollution, Air pollution Measurement, Air quality monitoring, Air pollution control Technology & method, Equipment Selection, Equipment design, Particulate emission control; Concept of water pollution, characteristic of waste water, Solid & hazardous waste management: Sources, Waste Minimization, Hazardous Waste Transport & treatment facilities, Treatment systems for hazardous waste & handling and treatment of plant residues. Training for waste management operators.

#### **Unit V: Environmental and Disaster management in industries**

Principles & requirements of ISO 14001 EMS, Environmental auditing & Auditing of waste minimization. Environment Impact Assessment, Environment Management Plan, EIA, EMP; OHASAS - 18001. Disaster Management-Types & consequence of major accident hazards, Role of management, Local authorities and public, Disaster Management Cycle -Prevention Mitigation, Preparedness, Disaster impact, Response, Restoration, Reconstruction.

#### **Assignments/Practical Work:**

1. To study of fire & chemical Safety methods.
2. To study about waste & hazards management in Printing industry.
3. To study of Safety Planning Management.
4. To study of Pollution Control, Solid and Hazardous waste Management.
5. To study of Environmental and Disaster management in industries.

#### **Text & Reference books:**

1. Fire and Explosion hazards Handbook of Industrial chemicals (Author - Tatyana Davletsniha , Nicholas P. cheremisin off , Publisher -Noyes Publication 1998, ISBN- 0815514298,9780815514299
2. Fundamental of Industrial safety/ and Health- Third Edition 2012(Authored By- Dr K.U Mistry, Publisher-M/S Siddhartha Prakashan, Ahmadabad.
3. Water Pollution, Causes Effects & Control by P.K. Goel (publisher-New age international 2006,ISBN 8122418392,9788122418392)
4. Waste Management by Rajiv K. Sinha,V S sexena (INA Shree Publishers, ISBN-8186653325)

OE-4824  
4824

**BBA - E-COMMERCE**  
**OE-5: Consumer Behaviour**


<b>Unit-1</b>	<b>Consumer Behaviour</b>
1.1	Consumer Behaviour : Meaning Scope & its Application
1.2	Need & Motives
1.3	Role of Consumers in Marketing
1.4	Types of Consumers : Rural, Urban, Female, Children
1.5	Case Studies

<b>Unit-2</b>	<b>Consumer Needs &amp; Motivation</b>
2.1	Personality & Consumer Behavior
2.2	Nature of Consumer Attitude
2.3	Strategies of Attitude Change
2.4	Communication & Consumer Behavior- Persuasion, Consumer Protection Laws
2.5	Case Studies

<b>Unit-3</b>	<b>Group Dynamics &amp; Consumer Behavior</b>
3.1	Consumer Decision Making
3.2	Major Factors Influencing Consumer Behavior
3.3	Reference Groups, Personal Influence & Opinion
3.4	Leadership Process
3.5	Case Studies

<b>Unit-4</b>	<b>Social Surroundings of Consumer</b>
4.1	The Family, Functions of a Family
4.2	Family Decision Making, Family life Cycle
4.3	Changing Female Consumer
4.4	Social Class-lifestyle Profiles
4.5	Social Class Mobility: Affluent and Non Affluent Consumer
4.6	Case Studies

<b>Unit-5</b>	<b>Consumer Perception</b>
5.1	Its Dynamics, Imagery
5.2	Influence of Culture on Consumer Behavior
5.3	Diffusion of Innovation
5.4	Customer Relationship Management
5.5	Importance of Consumer Research
5.6	Digital Marketing
5.7	Case Studies

  
 विभागाध्यक्ष  
 विज्ञापन एवं जनसम्पर्क विभाग  
 जयनारायण चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार  
 विश्वविद्यालय, भोपाल

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## Customer Relationship Management

### Unit – 1: Introduction

- 1.1 Fundamental of CRM
- 1.2 Define Customer
- 1.3 Correspondents of CRM
- 1.4 Goal of CRM and Silent Feature of e-CRM
- 1.5 Customer life Style & Technology

### Unit – 2: Process

- 2.1 CRM Process
- 2.2 Online CRM Process
- 2.3 4C's of CRM Process
- 2.4 CRM Approaches
- 2.5 CRM for different Organizations

### Unit – 3: CRM as Strategy

- 3.1 CRM as Business Strategy
- 3.2 Choosing the right CRM Solution
- 3.3 CRM Implementation Process
- 3.4 Five Phases of CRM Projects.
- 3.5 Enterprise Resource Planning Preview & Benefits

### Unit – 4: Marketing Tools

- 4.1 SFA : Sales Process Activity
- 4.2 Contact lead & Knowledge Management
- 4.3 Field Force Automation
- 4.4 E-Commerce Automation
- 4.5 Impact of CRM on Marketing

### Unit – 5: CRM and e-CRM

- 5.1 Distinguish between CRM and e-CRM, Dealing e-Customer
- 5.2 New Correspondent of e-CRM, Importance of e-CRM
- 5.3 Silent Features of e-CRM
- 5.4 Managing Customer Communication
- 5.5 Customer Support Methodology

### References

1. Alok Kumar Rai, Customer Relationship Management Concept & Cases, Prentice Hall of India Private Limited, New Delhi. 2011
2. S. Shanmugasundaram Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008
3. Kaushik Mukherjee, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008
4. Jagdish Seth, et al, Customer Relationship Management

HOD

Department of Media Management  
Makhanlal Chaturvedi National University  
of Journalism & Communication, Bhopal

# ECONOMIC DEVELOPMENT AND MACRO ECONOMIC ISSUES

SS13

GE-8

Module Code – OE07  
Open Elective

Total Credit – 03(2+1)  
Max Marks -50, (40Th.+10Int.)

## UNIT- I

	ECONOMIC GROWTH, DEVELOPMENT AND UNDERDEVELOPMENT
1.1	Economic Growth and Economic Development- Concept and Measurements
1.2	GNP Growth and Income Distribution
1.3	Modern Growth and International Inequalities
1.4	Developing Nations- Their Common Characteristics
1.5	Human Development- Why Human Development? Essential Components of Human Development and Links Between Economic Growth and Human Development

## UNIT- II

	THEORIES OF GROWTH AND DEVELOPMENT
2.1	Classical Growth Theories
2.2	Marx's Theory of Economic Development
2.3	Surplus Labour Growth Models
2.4	The Theory of Balanced Growth
2.5	The Strategy of Unbalanced Growth

## UNIT-III

	PROBLEMS AND POLICIES
3.1	Population Growth and Economic Development
3.2	Unemployment- Issues, Dimensions and Analysis
3.3	Agricultural Transformation and Development
3.4	Human Resources and Development

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UNIT -IV

POSSIBILITIES AND PROSPECTS	
4.1	Role of Market and the State in Development
4.2	Economic Reforms
4.3	Environment and Development- Sustainable Development
4.4	Gender Issues in Development
4.5	Governance, Media and Development

UNIT -V

MACRO ECONOMIC ISSUES	
5.1	Economic Crisis and Recession
5.2	Inflation- Anti- Inflationary Policies
5.3	A Role of Economic Policy in Developing Economy
5.4	Issues in Economic Stabilization

Dr. J. K. Singh  
HOD, Economics  
St. Xavier's College  
Palayamkottai

## FOLK AND COMMUNITY MEDIA

Unit-1 Culture and Tradition										
	L	T	S	W	D	V	P	T		
1.1 Meaning of Culture, Tradition, Folklore, oral Tradition	3	-	-	-	-	-	-	3		
1.2 Different Folk Media in India	3	-	-	-	-	-	1	4		
1.3 Devotional and religious forms	3	-	-	-	-	-	-	3		
1.4 Voicing public opinion	3	-	-	-	-	-	2	5		
1.5 Creating awareness through folk media.	3	-	-	-	-	-	1	4		

Unit-2 Community										
	L	T	S	W	D	V	P	T		
2.1 Definitions, concept and characteristics of a community.	3	-	-	-	-	-	-	3		
2.2 Community norms, customs and institutions in contemporary India.	3	-	-	-	-	-	1	4		
2.3 Community social capital.	3	-	-	-	-	-	-	3		
2.4 Communities as stakeholders in development.	3	-	-	-	-	-	2	5		
2.5 Community Knowledge Management.	3	-	-	-	-	-	1	4		

Unit-3 Understanding community media										
	L	T	S	W	D	V	P	T		
3.1 Case study of select community media initiatives.	3	-	-	-	-	-	-	3		
3.2 Community media in India.	3	-	-	-	-	-	1	4		
3.3 Community Radio in India.	3	-	-	-	-	-	-	3		
3.4 History and Recent development.	3	-	-	-	-	-	2	5		
3.5 Community Media.	3	-	-	-	-	-	1	4		

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Unit-4 Participatory techniques									
	L	T	S	W	D	V	P	T	
4.1 Community participation	3	-	-	-	-	-	-	3	
4.2 Participatory data collection techniques	3	-	-	-	-	-	1	4	
4.3 Community media production	3	-	-	-	-	-	-	3	
4.4 Journalism and Communication Community Process	3	-	-	-	-	-	2	5	
4.5 Community ethics	3	-	-	-	-	-	1	4	

Unit-5									
	L	T	S	W	D	V	P	T	
4.1 Social Media	3	-	-	-	-	-	-	3	
4.2 Elements of Social Media	3	-	-	-	-	-	1	4	
4.3 Function of Social Media in Participatory Communication	3	-	-	-	-	-	-	3	
4.4 Citizen journalism. Blog	3	-	-	-	-	-	2	5	
4.5 Civil Society	3	-	-	-	-	-	1	4	

विभागाध्यक्ष (स.सम.)

4-1