

**CERTIFICATE IN BUSINESS
SKILLS/BACHELOR'S DEGREE PROGRAMME**

Term-End Examination

June, 2021

**BCOA-001 : BUSINESS COMMUNICATION AND
ENTREPRENEURSHIP**

Time : 2 hours

Maximum Marks : 50

(Weightage : 70%)

Note : *You have to attempt both the sections. Section A (Q. 1 and Q. 2) is **compulsory**. Attempt any **five** questions from Section B.*

SECTION A

20 marks

Attempt both the questions.

1. Fill in the blanks :

5×2=10

(a) Horizontal communication takes place between _____ .

- (i) superior to subordinate
- (ii) subordinate to superior
- (iii) employees with same status
- (iv) None of the above

- (b) Appeals and representations are used in _____ communication.
- (i) horizontal
 - (ii) downward
 - (iii) upward
 - (iv) grapevine
- (c) Realizing the potential of the self is part of _____ .
- (i) communication development
 - (ii) language development
 - (iii) skill development
 - (iv) personality development
- (d) Communication is the _____ of business.
- (i) backbone
 - (ii) life blood
 - (iii) nervous system
 - (iv) Both (i) and (ii)
- (e) Communication in an organisation should ideally flow _____ .
- (i) from top to bottom
 - (ii) from bottom to top
 - (iii) both ways
 - (iv) horizontally

2. Comment on any *two* of the following : 2×5=10

- (a) The process of transferring information from one person to another, within and outside the business environment, is termed as 'Business Communication'.
- (b) Business Communication refers to the communication relating to business activity which means providing goods and services to the consumers with a view to earn profit.
- (c) Entrepreneurship is also an opportunity for self-motivated individuals to create their own career path and income.
- (d) Becoming an entrepreneur gives you the freedom to build a product or service from scratch, turning an original idea into a viable business.

SECTION B

30 marks

Attempt any **three** questions from this section. All questions carry equal marks.

3. “Communication is the sum total of the entire things one person does when he wants to create understanding in the mind of another. It involves a systematic and continuous process of telling, listening and understanding.” Explain the above statement. 10
4. “Coming up with great business ideas may seem easy, but only a true entrepreneur capitalizes on them to turn them into reality.” Elucidate the statement by explaining the process of setting up an enterprise. 10
5. Discuss the entrepreneurial qualities of a successful businessman, with suitable examples. 10
6. What is a Business Plan ? Identify and explain the format of ‘Business Plan’. 10
7. Distinguish between any **two** of the following : 5+5
- (a) Visual and Non-visual Communication
 - (b) Report and Manual
 - (c) Enterprise and Entrepreneur
 - (d) Draft and Proposal
8. Write short notes on any **two** of the following : 5+5
- (a) Partnership Firm
 - (b) Start-up
 - (c) Incubator
 - (d) Report Writing