

**BCOA-001**

**Certificate in Business Skills (CBS)  
Bachelor's Degree Programme  
(BDP)**

**ASSIGNMENT**

**2020-2021**

**Application Oriented Course**

**BCOA - 001: Business, Communication & Entrepreneurship**

**For July 2020 and January 2021 Admission cycle**



**School of Management Studies**

**Indira Gandhi National Open University**

**Maidan Garhi, New Delhi -110068**



**School of Management Studies  
Indira Gandhi National Open University**

**Certificate in Business Skills (CBS)**

**Bachelor's Degree Programme  
BCOA - 001: Business, Communication & Entrepreneurship  
ASSIGNMENT: 2020-21**

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

This assignment is valid for two admission cycles (**July 2020 and January 2021**). The validity is given below:

1. Those who are enrolled in **July 2020**, it is valid up to **June 2021**.
2. Those who are enrolled in **January 2021**, it is valid up to **December 2021**.

You have to submit the assignment of all the courses to The Coordinator of your Study Centre. For appearing in June Term-End Examination, you must submit assignment to the Coordinator of your study centre latest by **15<sup>th</sup> March**. Similarly for appearing in December Term-End Examination, you must submit assignments to the Coordinator of your study centre latest by **15<sup>th</sup> September**.

**TUTOR MARKED ASSIGNMENT**

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<b>COURSE CODE</b>	:	<b>BCOA- 01</b>
<b>COURSE TITLE</b>	:	<b>Business Communication and Entrepreneurship</b>
<b>ASSIGNMENT CODE</b>	:	<b>BCOA- 01/TMA/2020-2021</b>
<b>COVERAGE</b>	:	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Attempt all the questions:**

1. Discuss the various forms of a business letter and explain the structure or layout of business letter. Write a letter to XYZ enterprise, introducing one of your new product or services. **(20)**
  
2. “Preparing the business plan involves lot of effort in collecting information on the product, the process, the market, costs, prices and other financial variables.” Elucidate. What is the need for business plan? **(20)**
  
3. a) What do you perceive as the essential requirement to be an entrepreneur? **(10X2)**  
b) “The best way to identify the business choice is to go for a SWOT analysis.” Elucidate.
  
4. a) Elucidate the essentials of a good business letter. **(10X2)**  
b) Write a memo to your fellow employees, asking them to participate in the development of proposal.
  
5. **Write short notes on the following:** **(5X2)**  
  
a) Formal reports  
b) Sources of finance
  
6. **Differentiate between the following:** **(5X2)**  
  
a) Solicited proposal and Unsolicited proposal  
b) Entrepreneur and Administrator