

00649

**Certificate in Business Skills / Bachelor's
Degree Programme**

Term-End Examination

December, 2012

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

Time : 2 hours

Maximum Marks : 50

Note : Attempt both section A and section B.

SECTION - A

(20 marks)

Attempt *any two* questions from *Section-A*.

1. (a) (i) The sun rises _____ the east. 5
(A) on (B) of
(C) in (D) with
- (ii) I am fond _____ chocolates.
(A) of (B) off
(C) with (D) out
- (iii) The teacher is writing _____ the board.
(A) in (B) on
(C) of (D) to

(iv) Tom is _____ honest boy.

(A) a (B) an

(C) the (D) with

(v) The dog is barking _____ him.

(A) at (B) on

(C) in (D) of

(b) Discuss communication as a two way process. 5

2. Write a short paragraph on the following : 5+5

(a) a cricket match

(b) examination room

3. Give five reasons for choosing the oral mode of communication instead of the written form. 10

4. Write short notes on the following : 5+5

(a) Clarity of writing

(b) Subject line

SECTION-B

(30 Marks)

Attempt *any three* questions from *Section-B*.

5. State the difference between wage and self employment. Write down different benefits of self employment. 5+5
6. Differentiate between imitative and innovative entrepreneurs. "Developing economies need imitative rather than innovative entrepreneurs", comment. 5+5
7. What are different forms of business ownership ? 5+5
Out of these forms, which is most suitable for a small business unit ?
8. Compare various government sponsored schemes, which promote entrepreneurship in India. 10
9. Write short notes on the following : 5+5
 - (a) Marketing plan
 - (b) Operating cycle
