

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

Term-End Examination

December, 2015

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

Time : 2 hours

Maximum Marks : 50

Weightage : 70%

Note : Attempt *any two* questions from *Section-A* and *any three* questions from *Section-B*. Attempt *Section-A* and *Section-B* both.

SECTION - A (20 Marks)

Attempt **any two** questions from this section.
Each question carries 10 marks.

1. (a) Fill in the blanks with suitable relative pronouns : 5
- (i) The man _____ you met yesterday is my friend.
 - (ii) The flowers _____ I plucked this morning are still fresh.
 - (iii) They _____ seek wisdom are wise.
 - (iv) He has brought the shirt _____ I asked for.
 - (v) I know the woman _____ son stood first in the test.

- (b) Rewrite the following sentences using the word given in the brackets in its proper place. 5
- (i) She did well in the examination. (fairly)
 - (ii) She visited us while in Delhi. (frequently)
 - (iii) Nothing happens by chance. (ever)
 - (iv) He spoke so quietly that none of us could hear him. (hardly)
 - (v) He makes silly mistakes. (sometimes)
2. You are living in Chandigarh for your study sake. You are staying as a Paid Guest (PG) in somebody's house. Your funds have exhausted and you need money. You could not contact your father because of very poor network. Write a letter to your father requesting him to deposit ₹ 15,000 in your account to facilitate you to withdraw through ATM. Also seek his blessings for success in the coming examination. 10
3. "Communication is a process", explain and illustrate this statement. 10
4. Write short note on the following : 5+5
- (a) Interpersonal and intrapersonal communication.
 - (b) Grapevine communication.

SECTION - B (30 Marks)

Note : Attempt **any three** questions of the following. All questions carry **10** marks each.

1. Who is an entrepreneur ? Outline in brief the process of becoming an entrepreneur. **3+7**
 2. "Small is beautiful so start a small business in order to earn big profits". Amplify this statement and narrate the crucial factors to be taken into account while setting up small business unit. **5+5**
 3. Enumerate various entrepreneurial qualities and state in brief how to develop and strengthen the entrepreneurial qualities. **5+5**
 4. What do you mean by business plan ? Narrate various dimensions of appraisal of the business plan. **10**
 5. Write short note on **any two** of the following : **5+5**
 - (a) Break Even Point.
 - (b) Identification of Business Opportunities.
 - (c) SWOT Analysis.
 - (d) Formation of Co-operative Society.
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