

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

Term-End Examination

December, 2017

**BCOA-001 : BUSINESS COMMUNICATION AND
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
both the Sections.*

SECTION - A (20 Marks)

Attempt any two questions from this section.

1. Fill in the blanks with suitable words : 5x2
- (a) They went _____ the zoo last week with their teacher.
 - (b) Shyam arrived _____ work early this morning.
 - (c) Everybody was talking _____ him after the rumours' spread.
 - (d) They need to drive _____ the tunnel before they reach the destination.
 - (e) You better put a jacket _____ your shirt because it is really cold today.

2. Write short notes on the following : 5+5
(a) Forms of Communication
(b) Role of Body Language in Communication
3. State the essentials of effective business communication. 10
4. What is a paragraph ? Discuss its components with examples. 10
5. Comment on the following : 5+5
(a) With careful planning, the writing of a report will be made much easier.
(b) Reports and Essays.

SECTION - B (30 Marks)

Attempt **any three** question from this section.

6. "Most entrepreneurs find it difficult to separate their personal goals from their business goals". Explain with the help of an example. 10
7. Briefly comment on the following : 5+5
(a) Entrepreneurship is much broader than the creation of a new business venture.
(b) Successful entrepreneurs are driven primarily by a need for achievement.
8. What is meant by employment ? How does self-employment differ from employment ? 3+7
9. Write short notes on **any two** of the following : 5+5
(a) Partnership deed
(b) Financial management of small business
(c) Breakeven point
(d) Appraisal of business plan