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

Term-End Examination

December, 2018

**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.*

SECTION - A

Attempt any two questions from this section.

1. (a) Select the best suited answer out of four options available. Each question carries one mark : 5
- (i) Repulsive Personality is :
- (A) Attractive Personality
(B) Confused Personality
(C) Disgusting Personality
(D) Charming Personality
- (ii) An incredible story means :
- (A) True story
(B) Interesting story
(C) Well known story
(D) Unbelievable story

- (iii) An anonymous donor is :
- (A) One whose name is not known.
 - (B) One whose name is well known.
 - (C) One whose name is less known.
 - (D) One who is reluctant in making donation.
- (iv) A gourmet person is :
- (A) a seasoned Traveller
 - (B) Fond of Good food
 - (C) a greedy eater
 - (D) a vegetarian
- (v) Living in affluence implies
- (A) Wealthy (B) Very poor
 - (C) Fear (D) Difficulties
- (b) Fill in the blanks with the correct word. 5
- (i) Every paragraph contains two things :
A topic sentence and several _____ sentences.
 - (ii) Organisation of _____ is necessary for clear writing.
 - (iii) Correct _____ and grammar usage are necessary for written communication.
 - (iv) Managers should _____ workers wishes.
 - (v) The pen is mightier _____ the sword.

2. Discuss the importance and role of vocabulary and word power in making the written and spoken communications effective. 10
3. State the situations in which one should use Active and Passive Voice while writing some sentences. 5+5
4. List out various parts of business letter. Also give an example of a block format business letter using imaginary information. 5+5

SECTION - B

Attempt any three question from this section.

5. What do you mean by Entrepreneurship ? Discuss various types of entrepreneurship. 5+5
6. Who can become an entrepreneur ? Discuss the qualities of a successful business entrepreneur. 5+5
7. "Entrepreneurs are born" and "Entrepreneur are made" Reconcile these two statements. Which of these statements is true in your opinion ? 7+3
8. You have decided to start a business unit (of your own). How would you proceed to translate your idea into reality ? Discuss the steps involved therein. 10
9. "Finance is the life blood of business" Elaborate this statement, and name the sources of finance available to small business in India. 5+5

10. Write short note on any two of the following : 5+5
- (a) Legal Requirements of Small Business
 - (b) Working Capital
 - (c) Forms of Business Organisation
 - (d) Business opportunity
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