

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

Term-End Examination

December, 2021

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

Time : 2 hours

Maximum Marks : 50

Weightage : 70%

Note : Attempt **both** the sections. Section A (question nos. 1 and 2) is **compulsory**. Attempt any **three** questions from Section B.

SECTION A

Attempt **both** the questions.

1. Fill in the blanks :

$5 \times 2 = 10$

(a) The business plan should be prepared by

_____.

(i) Entrepreneurs

(ii) Consultants

(iii) Engineers

(iv) Small business administration services

- (b) _____ has/have allowed small companies to act like they are big ones.
- (i) Customers
 - (ii) Competition
 - (iii) Economic development
 - (iv) Technology
- (c) _____ means the right use of putting in points or stops in writing.
- (i) Exclamation
 - (ii) Semicolon
 - (iii) Comma
 - (iv) Full stop
- (d) A/An _____ report can be denied at any time.
- (i) Oral
 - (ii) Written
 - (iii) Special
 - (iv) Informal
- (e) The main objective of communication is _____.
- (i) Information and persuasion
 - (ii) Skill and personality development
 - (iii) Control and management
 - (iv) Need

2. Comment on any *two* of the following : $2 \times 5 = 10$

- (a) Entrepreneurship is a creation or extraction of value.
- (b) An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards.
- (c) Business communication is the process of sharing information between people within and outside a company.
- (d) Feedback is an integral part of business communication.

SECTION B

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

3. “The best way of identifying a business choice is to go for a SWOT analysis.” Explain this statement and make SWOT analysis of any business plan you propose to work upon in brief. 10
4. Briefly comment on any **two** of the following : $5+5=10$
- (a) An entrepreneurial team is a group of people that help spread out the risk of the new venture and also bring in different talents and skills.
 - (b) Entrepreneurs are like gamblers, and like any gambler, their chances of winning increase if they have the right cards.
 - (c) Entrepreneurship and innovation are two facets of the same coin.
 - (d) Business message contains facts and figures in place of an overall idea.
5. Discuss the importance of vocabulary and word power in making spoken and written communication very effective. 10
6. What is the role of communication in entrepreneurship ? How is it helpful to an entrepreneur ? 10

7. Distinguish between any **two** of the following : $5+5=10$
- (a) Innovation and Creativity
 - (b) Entrepreneurship and Intrapreneurship
 - (c) Verbal and Non-verbal Communication
 - (d) External and Internal Communication
8. Write short notes on any **two** of the following : $5+5=10$
- (a) Two-way Channel for Transmitting Ideas
 - (b) Goodwill
 - (c) Detailed Project Report (DPR)
 - (d) Mutual Understanding
 - (e) Encoding the Idea
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