

01970

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

**Term-End Examination**

**June, 2012**

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

*Time : 2 hours*

*Maximum Marks : 50*

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*Note : Attempt both Section-A and Section-B.*

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**SECTION - A**

**(20 marks)**

Attempt *any two* questions from *Section-A* : **5**

1. (a) (i) I pray \_\_\_\_\_ God every day.  
(A) with (B) to  
(C) on (D) of
- (ii) My brother is going to Agra,  
\_\_\_\_\_ monday.  
(A) on (B) in  
(C) of (D) from
- (iii) I want \_\_\_\_\_ orange.  
(A) the (B) a  
(C) one (D) an

(iv) London is \_\_\_\_\_ capital of England.

(A) the (B) a

(C) an (D) to

(v) The Red Fort is \_\_\_\_\_ Delhi.

(A) in (B) with

(C) on (D) of

(b) Discuss the importance of 'tone' in oral communication. 5

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

(a) a festival

(b) first ride on bicycle

3. Explain the various steps involved in the process of report writing. 10

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

(a) grapevine

(b) use of symbols in communication

## SECTION-B

(30 Marks)

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

5. What is entrepreneurship ? What are different stages of entrepreneurship ? 4+6
  
  6. 'Entrepreneurs are born not made'. Analyse this statement and highlight the characteristics of entrepreneurs. 10
  
  7. What is small enterprise ? What are the steps required in setting up a small enterprise ? 3+7
  
  8. Explain the norms of lending by the banks to small entrepreneurs. What is your opinion on existing norms, do they promote entrepreneurship ? 6+4
  
  9. Write short notes on the following : 5+5
    - (a) Market analysis.
    - (b) Self help groups.
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