

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

Term-End Examination

June, 2014

**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
Section A and Section B.*

SECTION - A

Attempt any two questions from the Section A.

1. (a) Insert articles where necessary. 3
 - (i) What beautiful scene this is !
 - (ii) The guide knows way.
 - (iii) French is easy language.
- (b) Fill in the blanks with correct form of verb. 2
 - (i) I waited for my friend until _____ (to come).
 - (ii) So long as the rain _____ I stayed at home (to continue).
- (c) Write a memo to your fellow employees asking them to participate in the meeting to develop a sales strategy for a new product. 5

2. Write notes on the following : 5+5
(a) Solicited proposal
(b) Writing a Report
3. Write a pamphlet informing people about a charity show being organised by your organisation. 10
4. Write a short paragraph on the following : 5+5
(a) Visit to a mall/market
(b) Experience as a student of IGNOU

SECTION - B

Attempt **any three** questions of the following.

1. Who is an Entrepreneur ? Differentiate between Entrepreneur and Administrator. What is the motivation to become an Entrepreneur ? 2+4+4
2. Briefly explain the various steps involved in setting up a small business enterprise. 10
3. "The appraisal part of the business plan resolves around certain critical issues". Among these, briefly discuss the technical, marketing and financial issues. 10
4. Differentiate between an agreement and a contract with the help of an example. Also briefly discuss the essential elements of a contract. 5+5
5. Write short note on **any two** of the following : 5+5
(a) SWOT Analysis
(b) Debt Service Coverage Ratio
(c) Alternative Mode of Employment
(d) Cooperative Society Formation