

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

03556

**Term-End Examination**

**June, 2018**

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

*Time : 2 hours*

*Maximum Marks : 50*

*Weightage : 70%*

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*Note : Attempt any two questions from Section-A and  
any three questions from Section-B. Attempt  
both the Sections.*

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**SECTION - A**

1. Fill in the Blanks with suitable words : 10
  - (a) The athletes need to swim \_\_\_\_\_ the lake during their training.
  - (b) The robber made his escape by jumping quickly \_\_\_\_\_ the car.
  - (c) He was panicked as he saw a policeman coming \_\_\_\_\_ him.
  - (d) He divided \_\_\_\_\_ the surface of the water.
  - (e) Mohan was feeling lonely \_\_\_\_\_ sohan by his side.
  
2. Write a pamphlet informing people about a 10  
charity show being organized by your  
organization.

3. What do you mean by 'report' ? Why is a report written to a particular audience ? 3+7
4. Comment on the following : 5+5
- (a) A photograph should be included to illustrate a point not to look pretty.
- (b) Short and Straight forward sentences are easy to read, understand and save time for everyone.

### SECTION - B

5. "The best way of identifying the 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. 10
6. Briefly comment on **any two** of the following : 5+5
- (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 skill.
- (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.
7. What are all the problems faced by entrepreneurs while starting business in India ? Discuss it in detail with examples. 10
8. State the entrepreneurial qualities of a successful businessman. 10
9. What is Business Plan ? Identify and explain the format of 'business plan' in your own language. 3+7