

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

Term-End Examination

June, 2022

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

Time : 2 hours

Maximum Marks : 50

Weightage : 70%

Note : *Attempt both the sections. Select any **two** questions from Section A and any **three** questions from Section B. All questions carry equal marks.*

SECTION A

1. Answer the following questions in one or two sentences : $5 \times 2 = 10$
- (a) Define Business Communication.
 - (b) What do you mean by Circular Letter ?
 - (c) Write the name of any two business skills.
 - (d) State the role of punctuations in letter writing.
 - (e) Mention any two of the seven Cs of effective business communication.

2. What do you mean by Letter of Credit ? Discuss the need and importance of Letter of Credit. 3, 7

3. You had purchased an insurance policy against loss by fire. Your stock in trade caught fire and you are put to a heavy loss because of damage of goods. Write a letter to the insurance company to this effect and ask them to settle the claim at the earliest. 10

4. What do you mean by the process of communication ? Discuss in detail the elements of process of communication. 3, 7

5. “Business communication is the need of every business house — big or small.” Amplify this statement and state in brief the importance of business communication. 10

SECTION B

6. “Through entrepreneurship one becomes a job creator instead of a job seeker.” Assess the statement and discuss the importance of entrepreneurship in solving the problem of unemployment in India. 10
7. Enumerate various types of entrepreneurs. Discuss the problems faced by any one type of entrepreneur stated by you. 2, 8
8. Who can become an entrepreneur ? State the qualities of a successful entrepreneur. 3, 7
9. What do you mean by Entrepreneurship Development Programme ? Write the name of such programmes operated in India. 2, 8
10. Write short notes on any *two* of the following : 5, 5
- (a) Business Plan
 - (b) Ease of Doing Business
 - (c) Social Entrepreneurship
 - (d) Intellectual Property
 - (e) Women Entrepreneurship
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