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BCOA–001

CERTIFICATE IN BUSINESS SKILLS

Term-End Examination

June, 2024

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

Time : 2 Hours

Maximum Marks : 50

Note : (i) *Attempt both the Sections.*

(ii) *Select any **two** questions from Section A
and **three** questions from Sections B.*

Section—A

1. Answer the following questions in one *or* two sentences : 5×2=10
- (a) Mention SEVEN Cs of effective business letter.
 - (b) Enumerate the types of correspondence.
 - (c) What do you mean by letter of credit ?
 - (d) What is circular letter ?
 - (e) Define business letter.

P. T. O.

2. In what ways written communication is better than oral communication ? Explain. 10
3. You have decided to obtain loan from a bank. Write a letter to the bank manager to this effect. 10
4. “In the age of online writing communication the importance of writing letter is belittled.” Do you agree with this statement ? Give reasons. 10
5. Discuss the role of punctuation in letter writing. Explain with the help of example. 10

Section—B

6. Define entrepreneurship. State the qualities of a successful entrepreneur. 3, 7
7. “Entrepreneurs are born and Entrepreneurs are made.” Reconcile these two statements. 10

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8. State various forms of entrepreneurs. Narrate the problems faced by women entrepreneurs in India. 3, 7
9. What do you mean by business plan ? Narrate a business plan on the basis of some imaginary information. 2, 8
10. What do you mean by intellectual property ? What forms intellectual capital of a business firm ? 5, 5

Or

Write short notes on any *two* of the following :

5, 5

- (a) Innovation
- (b) Research and development
- (c) Project finance
- (d) Business goals