

BCOA-001

**Certificate in Business Skills (CBS)
Bachelor's Degree Programme
(BDP)**

ASSIGNMENT

2022-2023

Application Oriented Course

BCOA - 001: Business, Communication & Entrepreneurship

For July 2022 and January 2023 Admission cycle



School of Management Studies

Indira Gandhi National Open University

Maidan Garhi, New Delhi -110068



**School of Management Studies
Indira Gandhi National Open University**

**Certificate in Business Skills (CBS)
Bachelor's Degree Programme**

BCOA - 001: Business, Communication & Entrepreneurship

ASSIGNMENT- 2022-23

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

This assignment is valid for two admission cycles (**July 2022 and January 2023**). The validity is given below:

1. Those who are enrolled in **July 2022**, it is valid up to **June 2023**.
2. Those who are enrolled in **January 2023**, it is valid up to **December 2023**.

You have to submit the assignment of all the courses to The Coordinator of your Study Centre. For appearing in June Term-End Examination, you must submit assignment to the Coordinator of your study centre latest by **15th March**. Similarly for appearing in December Term-End Examination, you must submit assignments to the Coordinator of your study centre latest by **15th September**.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOA- 01
COURSE TITLE	:	BUSINESS COMMUNICATION AND ENTREPRENEURSHIP
ASSIGNMENT CODE	:	BCOA- 01/TMA/2022-2023
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1. Discuss the significance of written communication for any organization. What are its advantages and limitations? (20)

2. "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. (20)

3. (a) List out the steps required in setting up a small enterprise. (10×2)

(b) "Entrepreneurs are dreamers as well as risk bearers". Comment.

4. (a) What is partnership? State its merits and demerits. (10×2)

(b) What factors would you consider before you start Editing and Proofreading?

5. **Write short notes on the following:** (5×2)
(a) Source of finance

(b) Business opportunity

6. **Differentiate between the following:** (5×2)
(a) Financial appraisal and Marketing appraisal

(b) Writing about facts and writing about opinions