

00631

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

**Term-End Examination**

**December, 2014**

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

*Time : 2 hours*

*Maximum Marks : 50*

*Weightage 70%*

**Note : Attempt both Section A and Section B.**

**SECTION - A**

**(20 marks)**

Attempt any two questions from section A.

1. (a) **Fill in the blanks with correct conjunction.** 5
- (i) My grandfather died \_\_\_\_\_ I was born.
- (ii) I have not seen him \_\_\_\_\_ Monday.
- (iii) Will you kindly wait \_\_\_\_\_ I return ?
- Change from active to passive.** 5
- (iv) He will finish the work in a fortnight.
- (v) They painted the house red.
- (b) Write a flyer to attract students to a book exhibition.
2. Write notes on the following : 5+5
- (a) Date line (b) Message

3. Write a short paragraph on the following. 5+5  
(a) An office party attended  
(b) Any favourite television programme
4. What are the advantages and limitations of written communication for a business organisation ? 5+5

**SECTION - B**  
**(30 marks)**

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

1. Discuss in brief the basic qualities of an entrepreneur and also suggest ways to develop and strengthen these qualities. 10
2. Enumerate the crucial factors for setting up a small business. 10
3. What are different forms of Business Organisations ? Discuss the process of formation and registration of a Partnership Firm. 5+5
4. (a) Write circumstances under which bank can refuse payment of a cheque. 5  
(b) Discuss the Contract of Insurance and Principles of Insurance. 5
5. Write short notes on **any two** of the following. 5+5  
(a) SHGs : The alternative Credit Delivery System  
(b) Business Plan Outline  
(c) Market Research to find new trends  
(d) Government Sponsored Schemes for rural poor and women entrepreneurs.