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**BCOA-001**

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

**Term-End Examination**

**December, 2022**

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

*Time : 2 Hours*

*Maximum Marks : 50*

*Weightage : 70%*

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**Note :** (i) *Attempt both the Sections A and B.*

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

(iii) *All questions carry equal marks.*

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**Section—A**

1. Answer the following questions in one or two sentences : 5×2=10

(a) What do you mean by 'Attitude' ?

**P. T. O.**

- (b) What do you mean by business communication ?
- (c) What is the role of punctuation in writing business letter ?
- (d) Define Circular letter.
- (e) What do you mean by JARGON ?
2. Discuss various business skills that are required to create and manage a business enterprise. 10
3. You had placed an order to a supplier to buy certain goods. Goods received do not match the order. Write a letter of complaint to this effect using imaginary facts and figures. 10
4. Write the names of certain errors that is crept in writing a business letter. What steps must be taken to avoid this problem ? 3, 7

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

5, 5

- (a) Seven C's of business correspondence
- (b) Letter of credit
- (c) Oral *vs.* Written communication
- (d) Report writing

### Section—B

6. Define entrepreneurship. Discuss the role of entrepreneurship in solving the unemployment problem of India. 2, 8

7. Discuss in detail the qualities of a successful entrepreneur with the help of an example. 10

8. What do you mean by Business Plan ? Draft a business plan based on imaginary information.

3, 7

9. Mention the names of various types of entrepreneurs. What are the problems faced by women entrepreneurs in India ? 6, 4

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

5, 5

- (a) Partnership deed
- (b) Break-Even Point
- (c) MSME (Micro, Small and Middle Size Enterprise)
- (d) Make in India
- (e) Ease of doing business