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BCOA–001

**CERTIFICATE IN BUSINESS
SKILLS/BACHELOR’S DEGREE
PROGRAMME (CBS/BDP)**

Term-End Examination

December, 2023

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

Time : 2 Hours

Maximum Marks : 50

Weightage : 70%

Note : *Question No. 1 is compulsory. Attempt any
two questions from Section A and any two
questions from Section B.*

1. (A) Fill in the blanks : 5
- (i) Could I have a of chocolate ?
- (a) block
- (b) bar
- (c) slice
- (d) piece

P. T. O.

- (ii) There is something wonderful him.
- (a) of
 - (b) about
 - (c) for
 - (d) inside
- (iii) My husband asked him if he'd ever been convicted a crime.
- (a) with
 - (b) of
 - (c) by
 - (d) on
- (iv) To err is to forgive is divine.
- (a) humanity
 - (b) mankind
 - (c) human
 - (d) inhumanity
- (v) She lived juice for ten days to slim down for the class performance.
- (a) with
 - (b) by
 - (c) in
 - (d) off

- (B) Describe the entrepreneurial qualities briefly. 5

Section—A

Note : Attempt any *two* questions.

2. (a) How would you describe good/effective communication ?
(b) Why and when do we need it ? 10
3. Briefly comment four paragraph types : 10
(a) Narrative
(b) Descriptive
(c) Expository
(d) Persuasive
4. What are the steps to write an essay ? Explain with the help of an example. 10

Section—B

Note : Attempt any *two* questions.

5. Discuss the role of venture capitalist in supporting an entrepreneur. 10
6. What are the problems faced by woman entrepreneurs ? Are they valid today ? 10
7. Briefly comment on the following : 10
(a) Process of setting-up of business is known as entrepreneurship.

- (b) Entrepreneurs play a key role in any economy using the skills and initiatives necessary to anticipate need.
8. Distinguish between the following : 10
- (a) Technical skills and Business skills
 - (b) Creativity *vs.* Innovation
9. Write short notes on the following : 10
- (a) SWOT Analysis
 - (b) Motivation
10. Name some of the financial resources for entrepreneur starting their own business with the help of an example. 10