

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

Term-End Examination

~~05202~~
05202

June, 2019

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

Time : 2 hours

Maximum Marks : 50

Weightage : 70%

Note : *Attempt any **two** questions from Section A and any **three** questions from Section B. Attempt both the sections.*

SECTION A

1. Answer the following questions in one or two sentences : $5 \times 2 = 10$
- (a) What makes a business letter effective ?
 - (b) Name the seven C's of business letter writing.
 - (c) What is Report writing ?
 - (d) Write one feature of a concise business letter.
 - (e) When is a business letter complete ?

2. Comment on the following : *5+5=10*
- (a) A photograph should be included to illustrate a point, not to look pretty.
 - (b) Short and straightforward sentences are easy to read, understand and save time for everyone.
3. Draft a pamphlet informing people about a charity show being organized by your organization. *10*
4. Give five reasons for choosing the oral mode of communication. *10*
5. Draft a letter for inviting quotations from suppliers. *10*

SECTION B

6. What are the problems faced by entrepreneurs while starting a business in India ? Discuss them in detail, with examples. 10
7. What is a business plan ? What factors are taken into account while preparing a business plan ? $3+7=10$
8. "Most entrepreneurs find it difficult to separate their personal goals from their business goals." Explain with the help of an example. 10
9. Write short notes on the following : 5+5=10
- (a) Partnership Deed
 - (b) Financial Management of Small Business
10. Differentiate between the following : 5+5=10
- (a) Creativity and Innovation
 - (b) Patent and Copyright
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