

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

Term-End Examination

03640

June, 2015

**BCOA-001 : BUSINESS COMMUNICATION &
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 (20 marks)

Attempt any two questions from this section.

1. (a) Fill in the blanks with suitable prepositions. 3
- (i) We started our journey _____
six in the morning.
- (ii) Nisha is very different _____
her sisters.
- (iii) Only post-graduate students are
eligible _____ this post.

(b) Fill in the blanks with the correct tense of verbs given in the brackets.

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(i) He cannot see unless he _____ his glasses (to wear).

(ii) She replied that she _____ better (to feel).

(c) Rewrite the following sentences in indirect form of speech :

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(i) "What a beautiful scene !" said Zaheer.

(ii) I said to Mohan, "I do not believe you".

(iii) "Please wait for me till I return," Smith told his friends.

(iv) "Are you coming to the party with me ?" he asked his brother.

(v) "Hurry up," he said to his subordinate. "Do not waste time."

2. One of your friends wants to join IGNOU to take up Bachelor of Education (B.Ed.) course through distance learning mode. He seeks your advice in this respect. Write a detailed letter to your friend persuading him to join. Your letter convincing him must be based upon your own experience and the experience of your other friends who are already students of IGNOU.

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- 3. Write short notes on the following : 5+5**
- (a) Forms of communication
 - (b) Role of Body Language in communication
- 4. Enumerate the essentials of effective business communication. 10**

SECTION B (30 marks)

Attempt any **three** questions from the following. Each question carries 10 marks.

5. What is entrepreneurship ? Why should one choose to become an entrepreneur ? 4+6

 6. "Good entrepreneurs are not born; they are made." Assess the truth of this statement and outline in brief the basic attributes of a successful entrepreneur. 6+4

 7. You are a technical expert and a leading consultant. One of your clients approaches you for advice as he wishes to start a small business house. What steps would you recommend to your client in order to establish a small enterprise by him ? 10

 8. What is a business plan ? What factors are taken into account while preparing a business plan ? 3+7

 9. Write short notes on any **two** of the following : 5+5
 - (a) Working Capital
 - (b) Break-Even Analysis
 - (c) Social Responsibility of Business
 - (d) Marketing Research
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