

01228

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

Term-End Examination

December, 2010

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

Time : 2 hours

Maximum Marks : 50

*Note : Attempt any two questions from Section A and three
from Section B. All questions carry equal marks.*

SECTION-A

Attempt *any two* questions from the following: 5x1=5

1. (A) (a) They called _____ the match
due to rains.
- | | |
|------------|----------|
| (i) of | (ii) off |
| (iii) away | (iv) out |
- (b) All Saina wanted was _____
glass of milk.
- | | |
|-----------|---------|
| (i) the | (ii) a |
| (iii) one | (iv) an |

(c) The committee was apprised _____ all the facts of the case.

- (i) on (ii) with
(iii) in (iv) of

(d) _____ I come in ? I am sorry to be so late.

- (i) can (ii) may
(iii) shall (iv) will

(e) Rahul acceded _____ my request.

- (i) of (ii) in
(iii) it (iv) to

(B) Distinguish between writing about facts and writing about opinions. 5

2. Write a short paragraph (of about 500 words) on any one of the following : 10

- (a) The local vegetable market
(b) Making a cup of tea
(c) A sudden downpour

3. Use a case study on garbage disposal to make it into a success story. 10

4. Write short notes on *any two* of the following : $2 \times 5 = 10$

- (a) Writing pamphlets and Flyers
(b) Solicited Proposals
(c) Significance of vocabulary or word power in business letters.
(d) Relevance of reminders and follow - up letters.

SECTION - B

Attempt *any three* questions from the following

5. How is an entrepreneur different from an administrator ? How does one develop and strengthen entrepreneurial capabilities ? Explain with examples. 4+6
6. List out various opportunities you see around in self-employment. To identify your business choice, state the role of SWOT Analysis and explain as to how it is done ? 4+6
7. What are the various aspects covered in organising Man power and conducting Market Research for starting a small business unit ? Discuss with suitable examples. 10
8. What is Working Capital ? How do you calculate the Working Capital Requirement of a project keeping in mind the operating cycle of the business ? Explain with an hypothetical example. 2+8
9. Write short notes on *any two* of the following : 5+5
 - (a) Sources of finance
 - (b) Essential elements of a contract
 - (c) Qualities of successful entrepreneur
 - (d) Break Even Point