

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

Term-End Examination

December, 2013

**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**. All questions carry **equal marks**.*

SECTION - A

(20 marks)

1. (a) Rewrite the sentences given below, changing the verbs from passive to active. 5+5=10
- (i) The city was destroyed by an earthquake.
 - (ii) The child was knocked down by a car.
 - (iii) The building was damaged by the fire.
 - (iv) The wounded lady was being helped by the boys.
 - (v) Not a word was spoken by the student

(b) Fill in the blanks with appropriate preposition :

(i) They say he is partial _____ his friends.

(ii) He has no desire _____ fame.

(iii) He is married _____ my cousin.

(iv) He is prepared _____ anything.

(v) She is a contrast _____ her sister

2. What is a paragraph ? Discuss its components with examples. 10
3. You have recently started a business of manufacturing stationery items. Write a letter to the manager of a reputed stationery shop in your city informing them about the new brand of stationery items your factory is producing. Also tell him about their quality and also convince him to buy these products for his shop. 10
4. Write a short piece of four paragraphs telling the success story of a rag picker who by his will power and hard work overcame his handicap of poverty to become the owner of a reputed shop. Assume that the person has given permission to use his story in your article that would be published in a local newspaper. 10

SECTION - B

(30 marks)

5. Discuss in brief the entrepreneurial qualities of a successful businessman. 10
 6. Write a detailed note on delicate uniqueness of entrepreneurs. 10
 7. "The best way of identifying the business choice is to go for a SWOT analysis" Explain this statement and make SWOT analysis of any business plan you propose to work upon. 10
 8. Define partnership. Differentiate between partnership and joint venture. 10
 9. Write short notes on *any two* of the following : 10
 - (a) Partnership deed
 - (b) Mission statement
 - (c) Financial management of small business
 - (d) Break even point
 - (e) Appraisal of business plan
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