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BCOA-001

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

Term-End Examination

December, 2024

**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. Each question
carries 10 marks.*

Section—A

1. Answer the following questions in one or two sentences : 5×2=10
 - (a) Define Business Correspondence.

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- (b) Distinguish between business letter and official letter.
 - (c) Mention any *three* out of seven C's of Business Correspondence.
 - (d) Define report.
 - (e) What do you mean by Jargon ?
2. "Be brief but illustrative in writing a business letter." Amplify this statement and outline in brief the importance of brevity in letter writing. 10
3. You had sold goods to a trader on credit basis 2 years ago. He is not making payment thereof in spite of reminder letters sent by you. 10
Draft final dunning letter asking him to pay his dues otherwise you will go to the Court for this.
4. You intend to buy air-conditioners in a big number for your business house. Draft a letter to be sent to different suppliers inviting quotations. 10
5. What do you mean by an effective business letter ? State the characteristics of an effective letter. 3+7

Section—B

6. Define entrepreneurship. State various entrepreneurship development programmes operating in India by different agencies. 2+8
7. “Most entrepreneurs do not distinguish between personal goals and business goals.” Amplify this statement. 10
8. What do you mean by business plan ? What factors must be taken into account while drafting business plan ? 5+5
9. What do you mean by women entrepreneurship ? Discuss in detail the problems faced by women entrepreneurs in India. 3+7
10. Write short notes on any *two* of the following :
2×5=10
 - (a) Start ups
 - (b) Make in India
 - (c) Creativity and Innovation
 - (d) Family Business in India

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