

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

Term-End Examination

December, 2025

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

Time : 2 Hours

Maximum Marks : 50

Weightage : 70%

Note : Attempt both the Sections—Section A and
Section B.

Section—A

Note : Attempt any **three** questions including
Question No. 1 which is compulsory.

1. (a) How would you turn case studies into
success stories ? Explain. 5
- (b) Explain financial appraisal of a
business plan. 5

2. “Correct use of punctuation is the key to effective written communication.” In the light of the statement, explain the simple rules to be followed while using common punctuation. Cite examples to support your answer. 10
3. Write a memo to your immediate supervisor, requesting the authorization to purchase RAM for the computer in the front office. 10
4. Explain briefly the various steps in the process of writing an official document. 10
5. Discuss the general guidelines for writing a business letter. 10

Section—B

Note : Attempt any *two* questions.

6. Discuss briefly the various forms of business organizations. 10
7. What do you mean by working capital and operating cycle ? Explain with the help of examples. 10

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8. Discuss the various areas of market analysis with the help of examples. 10
9. Describe delicate uniqueness of entrepreneurs briefly. Cite appropriate example. 10

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