BCOA-001

Certificate in Business Skills (CBS)

Bachelor's Degree Programme

(BDP)

ASSIGNMENT

2026-2027

Application Oriented Course

BCOA - 001: Business, Communication & Entrepreneurship

For July 2026 and January 2027 Admission cycle

School of Management Studies

Indira Gandhi National Open University

Maidan Garhi, New Delhi -110068

Certificate in Business Skills (CBS)

Bachelor's Degree Programme

BCOA - 001: Business, Communication & Entrepreneurship

ASSIGNMENT- 2026-27

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

This assignment is valid for two admission cycles (**July 2026 and January 2027**). The validity is given below:

1. Those who are enrolled in **July 2026**, it is valid up to **June 2027**.

2. Those who are enrolled in **January 2027**, it is valid up to **December 2027**.

You have to submit the assignment of all the courses to The Coordinator of your Study Centre. For appearing in June Term-End Examination, you must submit assignment to the Coordinator of your study centre latest by **15th March**. Similarly for appearing in December Term-End Examination, you must submit assignments to the Coordinator of your study centre latest by **15th October**.

TUTOR MARKED ASSIGNMENT

COURSE CODE	**:**	**BCOA- 001**
COURSE TITLE	**:**	**BUSINESS COMMUNICATION AND ENTREPRENEURSHIP**
ASSIGNMENT CODE	**:**	**BCOA- 001/TMA/2026-2027**
COVERAGE	**:**	**ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions.

1. "The best way of identifying the business choice is to go for a SWOT analysis". Explain this statement and do a SWOT analysis of any business plan you propose to work upon. **(20)**

2. ‘‘Business communication is the need of every business, whether big or small.’’ Discuss this statement and explain the importance of business communication in an enterprise. **(20)**

3. Discuss the various forms of a business letter and state with reason which one of them is most desirable. Also discuss the SEVEN Cs of an effective business letter. **(20)**

4. **Differentiate between the following**: **(4x5)**

a) Innovation & Research
b) Private limited & Public limited
c) Contract & Agreement
d) Individual Entrepreneurship and Group Entrepreneurship

5. **Write short notes on the following:** **(4×5)**

a) Technical appraisal
b) Market analysis
c) Debt Service Coverage Ratio
d) SWOT Analysis