

No. of Printed Pages : 2

BCOA-001

**CERTIFICATE IN BUSINESS
SKILLS/B. B. A. IN RETAILING
(CBS/BBARIL)**

Term-End Examination

June, 2026

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

Time : 2 Hours

Maximum Marks : 50

Weightage : 70%

Note : Attempt any ***five*** questions. All questions carry equal marks.

1. “Communication is what the receiver understands, not what the sender says.”
Discuss this statement with reference to circulars and memos. 10
2. How to write a good business letter ?
Provide the essential elements of a good business letter. 10

3. What rules are to be kept in mind for writing a report ? Explain the process of report writing with example. 10
4. Who is an Entrepreneur ? Why should one choose to be an Entrepreneur ? Explain. 4+6
5. Describe the steps required in setting up a small business enterprise with example. 10
6. Explain briefly various forms of business enterprise. 10
7. What is a business plan ? What points should be kept in mind while doing marketing appraisal ? 6+4
8. What are void agreements ? Explain with examples. 5+5
9. What do you mean by “writing for community relations” ? What rules are to be followed for it ? Explain. 5+5

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