

**CP 12101**

B.Com./B.B.A./B.C.A. DEGREE EXAMINATION, DECEMBER 2023/JANUARY 2024

FIRST SEMESTER

FUNDAMENTALS OF COMMERCE

Time : Three hours

Maximum : 70 marks

(No additional sheet will be supplied)

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SECTION A — (5 × 4 = 20 marks)

Answer any FIVE questions

1. Balance of payment.
2. Define commerce.
3. Gross national product.
4. Cross elasticity.
5. Branches of accounting.
6. Accounting cycle.
7. Customs duty.
8. Types of taxes.
9. Website.
10. Data analytics

SECTION B — (5 × 10 = 50 marks)

Answer ALL questions.

Each question carries 10 marks

11. Describe the role of commerce in societal development.  
Or
12. What are the functions performed by the World Trade Organisation?
13. Define national income and explain the methods of measuring the national income.  
Or
14. Explain the law of demand with exceptions.

15. What are the differences between Financial Accounting, Cost Accounting and Management Accounting?

Or

16. Describe the concepts and conventions of Accounting.

17. Define tax and explain its objectives.

Or

18. What are the differences between Direct Tax and Indirect Tax?

19. What is digital marketing? Explain its advantages.

Or

20. Write a note on search engine maximisation.

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