

# CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, DECEMBER-2024

BBA Honours, SEMESTER-I

**COURSE I: FUNDAMENTALS OF COMMERCE**

(w.e.f. 2024-25 Admitted Batch)

Time: 2 hours

Max Marks: 70

A

(No additional sheet will be supplied)

## Section-A

**Answer all the multiple choice questions. Each question carries 1 mark.**

**30x1=30M**

**1. What is the primary goal of commerce?**

- A) To create goods  
B) To facilitate trade and distribution of goods  
C) To provide employment  
D) To regulate markets

**2. What is e-commerce?**

- A) Commerce conducted through traditional retail stores  
B) The buying and selling of goods and services over the internet  
C) A type of marketing strategy  
D) A financial investment strategy

**3. Which of the following best describes the role of commerce in infrastructure development?**

- A) Commerce has no impact on infrastructure  
B) Commerce funds infrastructure projects through taxes  
C) Commerce only affects urban areas  
D) Commerce undermines infrastructure development

**4. What role does commerce play in international relations?**

- A) It isolates countries economically  
B) It fosters diplomatic ties through trade agreements  
C) It decreases cultural exchange  
D) It focuses solely on local markets

**5. Which of the following is an export?**

- A) Buying oil from another country  
B) Importing electronics  
C) Selling agricultural products to another country  
D) Acquiring foreign currency

**6. What is the primary purpose of the WTO?**

- A) To regulate currency exchange rates  
B) To establish global environmental policies  
C) To provide financial aid to developing countries  
D) To promote free , ensure trade flows smoothly

**7. What is the primary focus of macroeconomics?**

- A) Individual markets & consumer behavior  
B) The overall economy & large-scale economic factors  
C) The pricing of specific goods and services  
D) The behavior of firms in competition

**8. What does GDP stand for?**

- A) Gross Domestic Product  
B) General Development Plan  
C) Global Debt Policy  
D) Gross Domestic Policy

**9. Which of the following is a method for calculating national income?**

- A) Expenditure method  
B) Profit method  
C) Revenue method  
D) Savings method

**10. Which of the following is a characteristic of monopolistic competition?**

- A) Homogeneous products  
B) Few sellers with significant market power  
C) Many firms selling differentiated products  
D) No barriers to entry

[P.T.O]

**11. What is marginal utility?**

- A) The total satisfaction from all units consumed
- B) The additional satisfaction gained from consuming one more unit of a good
- C) The average satisfaction per unit consumed
- D) The decrease in satisfaction from consuming less

**12. According to the law of diminishing marginal utility, as a consumer increases consumption of a good, what happens to marginal utility?**

- A) It remains constant
- B) It increases
- C) It decreases
- D) It becomes negative

**13. Which of the following is an example of an asset?**

- A) Accounts Payable
- B) Revenue
- C) Inventory
- D) Expenses

**14. Which financial statement provides a snapshot of a company's financial position at a specific point in time?**

- A) Balance Sheet
- B) Income Statement
- C) Cash Flow Statement
- D) Statement of Retained Earnings

**15. Which of the following is NOT part of the accounting cycle?**

- A) Posting to the ledger
- B) Preparing financial statements
- C) Recording adjusting entries
- D) Performing an audit

**16. Which of the following is an example of a variable cost?**

- A) Rent
- B) Salaries
- C) Direct materials
- D) Depreciation

**17. The convention of materiality suggests that:**

- A) Only items of significant value should be recorded
- B) All financial information fully disclosed
- C) Revenues should not be recognized until realized
- D) Only certain types of expenses recorded

**18. GAAP stands for:**

- A) Government Approved Accounting Practices
- B) General Accounting and Auditing Principles
- C) Generally Accepted Accounting Principles
- D) Global Approved Accounting Practices

**19. Which of the following taxes is NOT considered an indirect tax?**

- A) Sales tax
- B) Customs duty
- C) Service tax
- D) Property tax

**20. Goods and Services Tax (GST) is an example of a:**

- A) Direct tax
- B) Progressive tax
- C) Indirect tax
- D) Regressive tax

**21. Customs duty is levied on:**

- A) Goods manufactured and sold domestically
- B) Goods imported into or exported out of a country
- C) Services provided within a country
- D) Income earned from foreign investments

**22. Which of the following is a key objective of excise duty?**

- A) To discourage the consumption of harmful goods such as tobacco and alcohol
- B) To increase exports of domestic goods
- C) To promote the import of goods
- D) Protect the environment

**23. Which of the following is NOT a function of the CBDT?**

- A) Collection of direct taxes
- B) Formulating direct tax laws
- C) Settlement of income tax disputes
- D) Collection of indirect taxes

[P.T.O]

**24. The CBDT has the power to:**

- A) Levy state taxes
- B) Interpret and issue circulars on direct tax laws
- C) Modify tax rates
- D) Collect customs duties

**25. What does HTML stand for?**

- A) Hyper Text Markup Language
- B) Home Tool Markup Language
- C) Hyperlinks and Text Markup Language
- D) Hyper Transfer Markup Language

**26. Which platform is considered ideal for content distribution in content marketing?**

- A) Google Ads
- B) Instagram Ads
- C) Blogs, social media, and email newsletters
- D) Pay-per-click platforms

**27. Which of the following is a primary goal of SEO?**

- A) To create paid ads for search engines
- B) To improve the visibility of a website in organic search results
- C) To increase website load speed
- D) To build social media following

**28. Which of the following tools is commonly used for keyword research?**

- A) Google Analytics
- B) Google Search Console
- C) Ahrefs
- D) Microsoft Word

**29. The process of cleaning and organizing data before analysis is known as:**

- A) Data mining
- B) Data wrangling
- C) Data visualization
- D) Data storage

**30. Which of the following methods is commonly used in machine learning for data analysis?**

- A) Linear regression
- B) Manual calculations
- C) Spreadsheet formulas
- D) None of the above

### **Section-B**

**Answer all fill in the blanks questions. Each question carries 1 mark.**

**10x1=10M**

31. The Balance of Payments is divided into two main accounts: the \_\_\_ account and the capital account.
32. The WTO also aims to enhance the welfare of people by promoting \_\_\_\_\_ development through trade.
33. The \_\_\_\_\_ model is often used to illustrate the concept of perfect competition in economics.
34. When new technology improves production efficiency, the supply curve shifts to the right, resulting in a \_\_\_\_\_ equilibrium price.
35. Financial management also involves assessing the financial risks associated with business decisions and developing strategies to \_\_\_\_\_ them.
36. GAAP provides a framework of guidelines for financial \_\_\_\_\_ to ensure consistency and transparency.
37. The CBIC plays a vital role in the \_\_\_\_\_ of goods at ports and airports, ensuring that all regulations are met.
38. The most common examples of direct taxes include \_\_\_\_\_ tax and corporate tax.
39. The primary goal of SEO is to improve a website's visibility in \_\_\_\_\_ engine results pages (SERPs).
40. The \_\_\_\_\_ stage of the consumer decision-making process involves recognizing a need or problem that requires a solution.

### **Section-C**

**Answer all very short answer questions. Each question carries 1 mark.**

**10x1=10M**

41. Define Commerce.
42. Difference between Import and Export.
43. What do you mean by elasticity of demand?
44. Describe about equilibrium price.
45. Functions of GAAP.
46. What is the primary objective of cost accounting?
47. Define Corporate taxation.
48. Abbreviation of CBIC.
49. What are the social media marketing platforms?
50. Define consumer behavior.

[P.T.O]

### Section-D

Answer all match the following questions. Each question carries 1 mark.

10x1=10M

#### Group-A

51. GAAP
52. Perfect competition
53. Import
54. Indirect tax
55. Word press basics
56. E-mail marketing
57. GST
58. Branches of Accounting
59. Demand
60. Marginal utility

#### Group-B

- A. Luxury tax
- B. Goods & Services Tax
- C. willing and able to purchase
- D. Total utility / Quantity consumed
- E. Managerial accounting & Cost accounting
- F. bringing goods into one country from another
- G. Freedom of Entry and Exit
- H. Generally Accepted Accounting Principles
- I. Word processing software
- J. Email Service Provider

### Section-E

Answer all True or False questions. Each question carries 1 mark.

10x1=10M

61. Growth of commerce leads to the establishment of businesses, which in turn create jobs.
62. Most-Favored-Nation (MFN) Treatment is not a principle of WTO.
63. Conventions of accounting, also known as accounting principles or accounting conventions.
64. “Enhancing Transparency” it is a principle of GAAT.
65. Email Campaigns & Leverage Social Media are strategies of digital marketing.
66. The CBDT oversees the resolution of tax disputes through appeals, assessments, and legal proceedings.
67. Tax is a critical mechanism through which governments does not raise funds to support public goods and services.
68. Compulsory Payment & Government Authority are characteristics of Data analytics.
69. Production Approach is a method of calculating the national income.
70. Product Differentiation and positioning both are not objectives of elasticity of demand.



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