



RAN-2510000101011002

F.Y.B.B.A. (Sem. - I) Examination November - 2025 CC101-MJ-1 - Fundamentals of Commerce (New)

Time: 2 Hours]

[Total Marks: 50

સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book.
- (2) All questions are Compulsory.
- (3) Use suitable diagrams and flow charts wherever required.

Seat No.:

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Student's Signature

- Q.1. Explain any five out of the following terms in brief: (10)**
1. Letter of Credit
 2. GNP
 3. Cross elasticity of Demand
 4. Email marketing
 5. Management Accounting
 6. Retail and wholesale
 7. Corporate Tax
- Q.2. Define International Trade. Explain any eight documents required in international trade in detail. (14)**
- OR**
- Q.2. A) State the law of demand. Explain any six assumptions of Law of demand in detail. (07)**
B) Explain Perfect Competition Market structure with its features in detail. (07)
- Q.3. Define Accounting. Write a detailed note on GAAP. (14)**
- OR**
- Q.3. A) Write a detailed note on Social Media Marketing. (07)**
B) What is a Tax? Explain any five different types of taxes with suitable examples. (07)
- Q.4. Write short notes: (Any 3 out of 5) (12)**
- A) Objectives and role of CBDT
 - B) SEO
 - C) Objectives of WTO
 - D) Micro v/s Macro Economics
 - E) Management Accounting