

**BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE
(AUTONOMOUS)**

I-BCA I-Semester Supplementary Examinations (BR24), July - 2025

Fundamentals of Commerce (BCA)

Time: 3 hours

Max. Marks: 70

*Question Paper consists of Part-A and Part-B
Answer ALL the question in Part-A and Part-B*

PART-A (10X2 = 20M)

	Marks	CO	BL
1.a) What do you mean by the term "Imports"?	(2M)	CO1	BL2
b) Define the term "Trade".	(2M)	CO1	BL2
c) What is meant by National Income?	(2M)	CO2	BL3
d) Differentiate between micro and macroeconomics.	(2M)	CO2	BL3
e) Explain the concept of financial accounting.	(2M)	CO3	BL5
f) What is the importance of cost accounting?	(2M)	CO3	BL5
g) What are the objectives of tax?	(2M)	CO4	BL3
h) What is the role of CBDT?	(2M)	CO4	BL3
i) List any two features of digital marketing.	(2M)	CO5	BL6
j) What is the significance of SEO for websites?	(2M)	CO5	BL6

PART-B (5X10 = 50M)

2a. Discuss the role of commerce in economic development.	(5M)		
b. Explain the concept of balance of payments. (OR)	(5M)	CO1	BL6
3a. Describe the main features of world trade organization.	(5M)		
b. Differentiate between imports and exports with suitable examples.	(5M)	CO1	BL2
4a. Explain the concept of Elasticity of demand.	(5M)		
b. List and explain different types of market. (OR)	(5M)	CO2	BL3
5a. Explain the concept of supply and its determinants.	(5M)		
b. Define Marginal Utility and explain how it is important for consumer's decision making.	(5M)	CO2	BL3
6a. What are the fundamental accounting principles? Explain briefly.	(5M)		
b. Explain the Accounting Cycle with a neat diagram.	(5M)	CO3	BL5
(OR)			
7a. Differentiate between management and financial accounting.	(5M)		
		CO3	BL5

- b. Explain the Concepts and Conventions of accounting. (5M)
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- 8a. Explain different types of taxes with suitable examples. (5M)
- b. What is Goods and service tax? How does it work? (5M) CO4 BL3
- (OR)
- 9a. Differentiate between direct and indirect taxes and explain with suitable examples (5M)
- b. Explain the powers of CBIC in tax administration (5M) CO4 BL3
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- 10a. Explain the concept of content marketing and its importance. (5M)
- b. How is data analytics useful in predicting customer behaviour? (5M) CO5 BL6
- (OR)
- 11a. Describe the steps involved in building a basic website using word press. (5M)
- b. What is social media marketing? Explain the advantages of using it in business. (5M) CO5 BL6
