

# KAMARAJ COLLEGE (Autonomous)

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(3 Pages)

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Reg. No:.....

Course Code: 24UFC011/25UFC011

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25UFH011

UG Degree - End Semester Examinations, April 2026

First Semester

B.Com/B.Com Banking and E-Commerce/B.Com Banking and Finance/

B.Com Corporate Secretaryship/B.Com Honours

Fundamentals of Business Studies

(For those who joined in July 2024 and June 2025 onwards)

Time: 3Hours

Maximum: 75 Marks

**PART - A (10 × 1 = 10 Marks)**

**Answer ALL Questions**

**Choose the correct answer:**

- CO:1 1. Buying and selling of goods and services is called  
K:1 (a) Commerce (b) Trade  
(c) Business management (d) Management
- CO:1 2. Group of companies doing same nature of business is called  
K:1 (a) Industry (b) Company  
(c) Trading (d) None
- CO:2 3. Rent account is  
K:1 (a) Personal (b) Real  
(c) Nominal (d) none
- CO:2 4. The accounting equation is based on \_\_\_\_\_ concept.  
K:2 (a) Going concern (b) Money measurement  
(c) Cost (d) Dual aspect
- CO:3 5. According to Clark and Clark \_\_\_\_\_ is the facilitating function  
K:1 of marketing.  
(a) Selling (b) Assembling  
(c) Financing (d) Transportation
- CO:3 6. \_\_\_\_\_ is high initial pricing used for products  
K:2 (a) Skimming pricing (b) Penetration pricing  
(c) Negotiated pricing (d) Dual pricing

- CO:4 7. Auditing is the process of  
K:1 (a) Checking (b) Vouching  
(c) Verification (d) All the above
- CO:4 8. Deduction and prevention of errors and fraud is the \_\_\_\_\_  
K:2 objective of auditing.  
(a) Primary (b) Secondary  
(c) Specific (d) Main
- CO:5 9. Income tax rules framed CBDT are collectively called  
K:1 (a) IT Act 1922 (b) IT Act 1944  
(c) IT Act 1956 (d) IT Act 2007
- CO:5 10. \_\_\_\_\_ is the year in which income is earned.  
K:2 (a) Assessment year (b) Previous year  
(c) Current year (d) Consequent year

**PART - B (5 X 5 = 25 Marks)**

**Answer ALL Questions choosing either (a) or (b).**

**Answer should not exceed 250 words.**

- CO:1 11. (a) Explain the characteristics of a business.

K:1 **(OR)**

- (b) List down the hindrances of trade.

- CO:2 12. (a) Classify the functions of accounting.

K:2 **(OR)**

- (b) Mention the features of Debit card.

- CO:3 13. (a) Elaborately write limitations of advertising.

K:4 **(OR)**

- (b) Analyze the functions of marketing.

- CO:4 14. (a) Infer the problem of women entrepreneur.

K:4 **(OR)**

- (b) Bring out the types of entrepreneur.

- CO:5 15. (a) Briefly explain basic characteristics of taxation.

K:5 **(OR)**

- (b) Justify the importance of filing of return.

**PART - C (5 X 8 = 40 Marks)**

**Answer ALL Questions choosing either (a) or (b).**

**Answer should not exceed 500 words.**

CO:1 16. (a) Describe about various branches of commerce.

K:4 **(OR)**

(b) Write the difference between business and industry.

CO:2 17. (a) Elucidate the limitations of accounting.

K:4 **(OR)**

(b) Describe the types of accounts and its rules.

CO:3 18. (a) Discuss about the functions of marketing.

K:5 **(OR)**

(b) Organize the importance of advertising in effective marketing.

CO4 19. (a) Define entrepreneur and state the functions of entrepreneur.

**(OR)**

(b) Estimate the various classification of auditing.

CO:5 20. (a) Assess the criteria for different residential status.

K:6 **(OR)**

(b) Elaborately write the major role of income tax authorities.