

2308000701010001
EXAMINATION APRIL 2025
BACHELOR OF BUSINESS ADMINISTRATION
(NCF-NEP) (FIRST SEMESTER)
MAJOR-1-PRINCIPLES OF MANAGEMENT

[Time: As Per Schedule]

[Max. Marks: 50]

Instructions:

1. Fill up strictly the following details on your answer book
 - a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (FIRST SEMESTER)**
 - b. Name of the Subject: **MAJOR-1-PRINCIPLES OF MANAGEMENT**
 - c. Subject Code No: **2308000701010001**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.
5. Write to-the-point answers.
6. Check the options clearly before attempting.

Seat No:

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Student's Signature

Q.1 Answer the following questions in brief. (Any Five)

10

- a) Give any two definitions of Management?
- b) What is difference between plan and planning?
- c) Give any two advantages of individual decision making.
- d) What is Gate Hiring?
- e) What do you mean by organizing?
- f) Why coordination is necessary in organisation, give any two reasons for this.
- g) List down steps of control process.

Q.2 Explain social systems approach of management in brief. Also explain various characteristics of management giving suitable examples. **14**

OR

a. Explain scientific management of Fredrick Taylor. **07**

b. Explain codes of conduct suggested by AIMA. **07**

Q.3 a. Explain significance (importance) of planning in detail. **07**

b. Explain (i) Line and (ii) Line and Staff organisation structures. **07**

OR

a. Differentiate individual vs. group decision making. **07**

b. Discuss various external sources of recruitment giving examples. **07**

Q.4 Write short notes. (Any Three) 12

a. Reasons for Resistance to control

b. TQM

c. Types of Coordination

d. Merits of Centralization

e. Types of Planning

2308000701020001
EXAMINATION APRIL 2025
BACHELOR OF BUSINESS ADMINISTRATION
(NCF-NEP) (FIRST SEMESTER)
MAJOR-2-ACCOUNTING FOR MANAGERS

[Time: As Per Schedule]

[Max. Marks: 50]

Instructions:

1. Fill up strictly the following details on your answer book
 - a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (FIRST SEMESTER)**
 - b. Name of the Subject : **MAJOR-2-ACCOUNTING FOR MANAGERS**
 - c. Subject Code No : **2308000701020001**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.
5. Use simple calculator

Seat No:

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Student's Signature

Q.1 Do as directed. (Any Five)

10

- 1) A company provides you following information; you are required to calculate Stock Turnover Ratio.
Sales = Rs. 50,00,000, Average Stock = Rs. 10,00,000, Gross Profit Margin: 20% on sales.
- 2) A company has furnished following details; you are required to calculate Break Even Point Units.
Selling Price per unit = Rs. 80, Variable Cost per unit = Rs. 20, Total Fixed Cost = Rs. 8,70,000.
- 3) Journalize the following transaction.
"Received a commission of 5% on total sales of Rs. 1,00,00,000.

4) Match A with B

A (Sub- Headings)	B (Main Headings)
1) Trade Payable	a) Shareholder's Fund
2) Trade Receivable	b) Current Liabilities
3) Long term borrowings	c) Current Assets
4) Reserves and Surplus	d) Non-Current Liabilities

5) Define "Financial Accounting".

6) How to calculate Return on Equity Shareholder's Fund?

7) State whether following statements are TRUE or FALSE.

(a) Credit Purchase of Assets are recorded in Purchase Book.

(b) Cash Purchase of Assets are recorded in Cash Book.

Q.2 A company has provided you following information related to Material "Y" for the month April, 2024. Prepare stock register using

14

(a) First In First Out (FIFO) Method and

(b) Weighted Average Method.

Date	Particulars	Quantity (Ltr.) with Rate per Ltr.
1/4/24	Opening Balance	14,000 Ltr at Rs. 11 per Ltr.
4/4/24	Purchases	9,000 Ltr. at Rs. 12 per Ltr.
6/4/24	Issues	15,000 Ltr.
15/4/24	Purchases	9,000 Ltr. At Rs. 10 per Ltr.
20/4/24	Issues	15,000 Ltr.
25/4/24	Shortage	1,000 Ltr.

OR

(a) Journalize the following transactions in the books of Mr. Mehta for the month February, 2024.

7

On 1st February, Mr. Mehta started business with cash Rs. 50,000, Debtors Rs. 10,000, Stock Rs. 30,000 and Creditors Rs. 20,000

On 2nd February, Additional capital brought by Mr. Mehta in business Cash Rs. 1,00,000.

On 4th February, Bought from Prashant goods of Rs. 16,000 at 10% trade discount.

On 5th February, out of the goods purchased from Prashant, 3/4 of the goods were sold to Sarita at 10% profit on cost.

On 6th February, Opened bank account and Rs. 30,000 deposited in bank.

On 10th February, paid rent by cheque Rs. 10,000.

(b) Prepare Triple Column Cash Book for the month March 2024 in the books of Mr. Sharma.

7

1st	Opening Cash Balance Rs. 1,00,000 and Bank Overdraft Rs. 50,000
3rd	Purchased goods for cash Rs. 67,000 and discount received Rs. 500.
4th	Cash Sales Rs. 1,20,000
7th	Paid Rent Rs. 10,000 in cash and Salary Rs. 9,000 by cheque.
10 th	Cash Deposited in Bank Rs. 16,000
12 th	Cheque received from Mr. Patel Rs. 9,000 and deposited in the bank on same day on the settlement of his account of Rs. 9,020.
14 th	Bank charges were debited by bank in passbook Rs. 150
17 th	Cheque of Mr. Patel was dishonoured by Bank. He has paid to us in cash.
23 rd	Withdrawn from Bank for Office use Rs. 6,600 and for personal use Rs. 4,400.

Q.3 Prepare cash budget for three months ending on 30th June, 2024 from the following information:

14

Month	Sales (Rs.)	Materials (Rs.)	Wages (Rs.)	Overheads (Rs.)
February	1,40,000	96,000	30,000	17,000
March	1,50,000	90,000	30,000	19,000
April	1,60,000	92,000	32,000	20,000
May	1,70,000	1,00,000	36,000	22,000
June	1,80,000	1,04,000	40,000	23,000

Additional Information:

- (1) Sales are 10% on cash basis.
- (2) 50% of credit sales are collected in next month of sale and remaining in the second month following the sale.
- (3) Credit terms: Creditors for materials = 2 months, Wages = 1/4 month, overheads = 1/2 month.
- (4) Cash Balance on 1st April, 2024 is Rs. 60,000.

OR

(a) Following is the balance sheet of company for the year ended on 31-03-24. You are required to calculate,

07

- (a) Current Ratio
- (b) Liquid Ratio
- (c) Proprietary Ratio

Particulars	31-03-24 (Rs.)
EQUITY AND LIABILITIES:	
Share Capital:	
Equity Share Capital	1,25,000
Reserves and Surplus:	
General Reserve	14,000

Non-Current Liabilities	12,500
10% Debentures	
Current Liabilities:	
Creditors	7,500
Bills payables	7,450
Outstanding expenses	3,550
TOTAL	1,70,000
ASSETS:	
Fixed Assets:	
Building	80,000
Plant and Machinery	50,000
Current assets:	
Inventory	12,000
Debtors	10,500
Cash Balance	7,500
Account receivable	5,000
Prepaid expenses.	5,000
TOTAL	1,70,000

- b) Following data is available from the records of company for the years 2023 and 2024.

7

Year	Sales (Rs.)	Profit (Rs.)
2023	Rs. 1,00,000	Rs. 10,000
2024	Rs. 1,20,000	Rs. 14,000

You are required to calculate,

- Profit Volume Ratio.
- Break Even Point.
- Amount of Profit or Loss when total Sales = Rs. 40,000.

Q.4 Attempt ANY THREE from the following.

12

1. Difference between Cost Accounting and Management Accounting.
2. What is Zero Base Budgeting? Discuss advantages of zero base budgeting.
3. Write a short note on "Profitability Ratios."
4. Draw up format of Statement of Profit and Loss.
5. You are required to calculate Debtors Turnover Ratio from the following information.

Total Sales = Rs. 75,00,000, Debtors = Rs. 15,00,000, Bills Receivable = Rs. 10,00,000, Credit Sales is 80% of total sales.

2308000701030001
EXAMINATION APRIL 2025
BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)
(FIRST SEMESTER)
MINOR-BUSINESS COMMUNICATION

[Time: As Per Schedule]

[Max. Marks: 50]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (FIRST SEMESTER)**
 - b. Name of the Subject: **MINOR-BUSINESS COMMUNICATION**
 - c. Subject Code No: **2308000701030001**
2. Sketch neat and labelled diagram wherever necessary.
 3. Figures to the right indicate full marks of the question.
 4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer the following questions in brief (Any Five).

10

1. Explain Upward communication.
2. What is the difference between making eye contact and gazing at someone?
3. Define Communication.
4. What is Noise in the communication process?
5. What are the principle components of non-verbal communication?
6. List out the barriers to communication.
7. Explain Paralanguage.

Q.2 You are a digital marketing specialist and have heard about the opening for a Digital Marketing Manager at Netflix. Draft a job application letter where you explain how your expertise in SEO and influencer marketing can benefit Netflix's global outreach strategy

14

OR

You are an environmental scientist specializing in sustainability projects. Write a job application to Tesla, applying for the position of Sustainability Project Manager. Highlight your passion for renewable energy and past projects related to electric mobility **14**

Q.3 As the secretary of a marketing agency, draft the minutes for a team meeting that reviewed the results of a recent social media campaign and discussed strategies for the next quarter. **14**

OR

A) As the President of the Movie Club in your college, draft a notice informing all members about a special screening of the latest Christopher Nolan movie and its discussion afterward. Also, prepare the agenda for the discussion panel. **07**

B) Write a letter to Zara, inquiring about the availability of eco-friendly fabrics for an upcoming fashion show your company is organizing. Include questions about sourcing, pricing, and delivery schedules. **07**

Q.4 Write any 3 of the following: **12**

1. Write a letter to IKEA requesting a quotation for furniture to furnish a new office. Ask for prices, installation fees, and any available discounts for bulk purchases.
2. Prepare a PowerPoint presentation on Effective Business Correspondence. (min 5 slides).

3. Draft a formal email to your college professor, requesting an extension for your assignment submission due to a health issue.
4. Write a letter to Amazon enquiring on delay in delivery of your parcel.
5. Draft a joining letter for the post of a marketing manager.

2308000701040001
EXAMINATION APRIL 2025
BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)
(FIRST SEMESTER)
MDC-FUNDAMENTALS OF ECONOMICS

[Time: As Per Schedule]

[Max. Marks: 50]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (FIRST SEMESTER)**
 - b. Name of the Subject: **MDC-FUNDAMENTALS OF ECONOMICS**
 - c. Subject Code No: **2308000701040001**
2. Sketch neat and labelled diagram wherever necessary.
 3. Figures to the right indicate full marks of the question.
 4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer the following: (Any Five).

10

- I. What are the causes of economic problem?
- II. What do you mean by market demand?
- III. Write meaning of supply.
- IV. What is real cost?
- V. Write two examples of fixed cost.
- VI. Define NNP.
- VII. Write meaning of pure money.

Q.2 What is demand? Discuss determinants of demand in detail.

14

OR

A. Explain various limitations of macroeconomics.

7

B. What is Price elasticity? Explain determinants of it.

7

Q.3 Define national income? Explain various methods of measurement of national income. **14**

OR

A. What is money? Explain various components of money. **7**

B. Write difference between pure money and near money. **7**

Q.4 Write short notes (any three). **12**

a. Relationship between marginal and average cost

b. Income elasticity of demand

c. Basic concept of national income

d. Central problems of economics

e. Exceptions of law of supply

2308000701050001
EXAMINATION APRIL 2025
BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)
(FIRST SEMESTER)
AEC-GUJARATI PROFICIENCY AND LIFE SKILLS - I

[Time: As Per Schedule]

[Max. Marks: 25]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (FIRST SEMESTER)**
- b. Name of the Subject : **AEC-GUJARATI PROFICIENCY AND LIFE SKILLS - I**
- c. Subject Code No : **2308000701050001**

2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 નીચે આપેલા પ્રશ્નોના ટૂંકમાં જવાબ આપો. (કોઈપણ પાંચ)

10

1. શબ્દકોશ માટે કયા કયા શબ્દ પ્રયોજાયેલા છે?
2. વિરોધી શબ્દ કોને કહેવાય?
3. સમૂહવાચક નામ ઉદાહરણ આપી સમજાવો.
4. નામ અને સર્વનામ બંને વચ્ચેનો ભેદ દર્શાવો.
5. પૂર્ણવિરામ વાક્યમાં ક્યારે વપરાય છે?
6. અવતરણ ચિહ્ન ક્યારે વાપરવામાં આવે છે?
7. વિચાર-વિસ્તારની પ્રક્રિયા સમજાવો.

Q.2 (અ) શબ્દકોશનું મહત્ત્વ સ્પષ્ટ કરી, શબ્દકોશ કઈ રીતે જોવો તેની માહિતી આપો.

5

અથવા

નામની વ્યાખ્યા આપી તેના પ્રકારો વિશે સંક્ષિપ્તમાં સમજાવો.

(બ) સર્વનામ એટલે શુ? પ્રશ્નવાચક સર્વનામના અને દર્શક સર્વનામ ઉદાહરણ સાથે સમજાવો.

5

અથવા

વાક્યમાં વપરાતા ગુરૂવિરામ અને અલ્પવિરામ ચિહ્નને ઉદાહરણ સહિત સમજાવો.

ક) કોઇપણ એક પંક્તિનો વિચાર-વિસ્તાર કરો.

5

1. “જ્યાં જ્યાં વસે એક ગુજરાતી
ત્યાં સદા કાળ ગુજરાત.”
2. “સૌદર્ય વેડફી દેતાં ના ના સુંદરતા મળે,
સૌદર્ય પામતાં પહેલાં સૌદર્ય બનવું પડે.”
3. “વિશાળે જગ વિસ્તારે નથી એક જ માનવી,
પશુ છે, પંખી છે, પુષ્પો વનોની છે વનસ્પતિ.”

*****END*****

2308000701050002
EXAMINATION APRIL 2025
BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)
(FIRST SEMESTER)
AEC-HINDI PROFICIENCY AND LIFE SKILLS - I

[Time: As Per Schedule]

[Max. Marks: 25]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP & NON NEP) (FIRST SEMESTER)**
 - b. Name of the Subject : **AEC-HINDI PROFICIENCY AND LIFE SKILLS - I**
 - c. Subject Code No : **2308000701050002**
2. Sketch neat and labelled diagram wherever necessary.
 3. Figures to the right indicate full marks of the question.
 4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 निम्नलिखित वैकल्पिक प्रश्नों के उत्तर दीजिए।

10

1. क, ख, ग, घ कौन से व्यंजन है?
(A) ऊष्म व्यंजन (B) अंतस्थ व्यंजन
(C) अंतस्थ स्पर्श व्यंजन (D) स्पर्श व्यंजन
2. 'अमृत' का पर्याय शब्द कौन सा है?
(A) सुधा (B) सुरेश
(C) सुधाकर (D) सुरम्य
3. 'भाषण' अर्थात् कथन तो 'भासन' शब्द का समुश्रुत शब्द कौन-सा है ?
(A) प्रवचन (B) प्रकाश
(C) प्रकाश (D) प्रवाल
4. 'दादा ले और पोता बरते' कहावत का अर्थ बताइए ।
(A) जो हो गया सो अच्छा (B) मूर्ख धनवान
(C) बहुत मजबूत चीज। (D) रोज मजदूरी करके पेट भरना ।

5. जो शब्द किसी का नाम सूचित करता है, उसे क्या कहा जाता है?
 (A) सर्वनाम (B) विशेषण
 (C) संज्ञा (D) क्रिया
6. "कौन गा रहा है?" कौन से सर्वनाम का प्रयोग हुआ है?
 (A) निजवाचक (B) प्रश्नवाचक
 (C) अनिश्चयवाचक (D) सम्बन्धवाचक
7. किसी के विषय में विस्तार से कुछ कहने के लिए कौन से चिह्न का प्रयोग होता है?
 (A) विवरण (B) योजक
 (C) प्रश्न (D) कोष्ठक
8. पल्लवन कौन से शैली में होना चाहिए?
 (A) वर्णन (B) यथार्थ
 (C) समाज (D) व्यास
9. निबंध लेखन में कितने अंग होते हैं?
 (A) दो (B) तीन
 (C) चार (D) सात
10. कहानी में पात्रों के बीच क्या होना चाहिए?
 (A) वार्तालाप (B) वर्णन
 (C) विस्तार (D) विरोध

Q.2 "पराधीन सपने हूँ सुख नहीं ।" भाव पल्लवन कीजिए ।

15

अथवा

टिप्पणी लिखिए।

(अ) स्वर और व्यंजन का परिचय ।

(ब) विराम चिह्न के प्रकार ।

8

7

2308000701070001
EXAMINATION APR-MAY - 2025
BACHELOR OF BUSINESS ADMINISTRATION
(NCF-NEP) (FIRST SEMESTER)
VAC-IKS-BHARATIYA KNOWLEDGE
SYSTEMS - AN INTRODUCTION

[Time: As Per Schedule]

[Max. Marks: 25]

Instructions:

1. नीचे दशविव विगतो उत्तरवखी पर अवश्य लखवी.

Fill up strictly the following details on your answer book

- a. Name of the examination : **B.B.A. (NCF-NEP) (SEM. I)**
b. Name of the Subject : **VAC-IKS-BHARATIYA
KNOWLEDGE SYSTEMS - AN INTRODUCTION**
c. Subject Code No : **2308000701070001**
2. Sketch neat and labelled diagram wherever necessary
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

English Version

[Max. Marks: 25]

Q.1.

7 – MCQ (2 Marks each) (Any 5 out of 7)

(10)

1. At which level Indian ancient knowledge, philosophy and aesthetic have been appreciated?
- (A) Social (B) State
(C) National (D) International
2. How many types of karma are there in Hindu tradition?
- (A) Two (B) Three
(C) Four (D) Eight

3. What is called the process of the circle of life-death?
(A) Punarjanma (B) Janma-Mutryu
(C) Moksha (D) Dharma
4. Who is considered the first nuclear scientist in the Indian knowledge tradition?
(A) To Maharishi Karnad (B) To Maharishi Gautama
(C) To Maharishi Angiras (D) To Yogishwara Yajnavalkya
5. Which country has been studied by the travelers Xuanzang, I-tisang and Alberu?
(A) Germany (B) Japan
(C) Bharat (D) Isarel
6. What is the uniqueness of the Indian knowledge tradition tree?
(A) Roots above and branches below.
(B) Branches above and roots below.
(C) Without branches.
(D) Without roots.
7. Which kind of duty (Karma) should Arjun follow as per Shri Krishna?
(A) Sakama Karma (B) Nishkaam Karma
(C) Durlabh Karma (D) Satkarma

Q.2. Write Following Answers (15)

Q.2. (a) Answer in Detail (Any 1 out of 2) (05)

1. Explain about Artha Purushartha.
2. Explain the history of Indian education system.

Q.2. (b) Answer in Detail (Any 1 out of 2) (05)

1. Explain in brief about the ancient universities of India.
2. Discuss Indian civilization as the first civilization of the world.

Q.2. (c) Write a short note (Any 1 out of 2) (05)

1. Vasudhaiv Kutumbkam
2. Humanity in the Indian Knowledge Tradition.

Gujarati Version [Max. Marks: 25]

પ્ર.૧. 7 – MCQ (દરેકનો ૨ માર્ક્સ) (૭ માંથી કોઈ પણ ૫) (10)

1. ભારતીય પ્રાચીન જ્ઞાન, તત્ત્વજ્ઞાન અને સૌંદર્યશાસ્ત્રની કયા સ્તરે

પ્રશંસા કરવામાં આવી છે?

(A) સામાજિક

(B) રાજ્ય

(C) રાષ્ટ્રીય

(D) આંતરરાષ્ટ્રીય

2. હિંદુ પરંપરામાં કર્મ કેટલા પ્રકારના છે?
- (A) બે (B) ત્રણ
(C) ચાર (D) આંઠ
3. જીવન-મૃત્યુના ચક્રની પ્રક્રિયાને શું કહેવાય છે?
- (A) પુનર્જન્મ (B) જન્મ-મૃત્યુ
(C) મોક્ષ (D) ધર્મ
4. ભારતીય જ્ઞાનપરંપરા કોને પ્રથમ પરમાણુ વિજ્ઞાની ગણાવે છે?
- (A) મહર્ષિ કર્ણાદને (B) મહર્ષિ ગૌતમને
(C) મહર્ષિ અંગિરસને (D) યોગીશ્વર યાજ્ઞવલ્ક્યને
5. હ્યુ-આન-સાંગ, ઈત્સિંગ અને અલ્બેરુની પ્રવાસીઓ દ્વારા કયા દેશનો અભ્યાસ કરવામાં આવ્યો છે?
- (A) જર્મની (B) જાપાન
(C) ભારત (D) ઇઝરાયલ
6. ભારતીય જ્ઞાનપરંપરાવૃક્ષની વિશેષતા શું છે?
- (A) મૂળ ઉપર અને શાખાઓ નીચે
(B) શાખાઓ ઉપર અને મૂળ નીચે
(C) શાખા વિનાનું
(D) મૂળ વિનાનું

7. શ્રી કૃષ્ણ અનુસાર અર્જુને કયા પ્રકારના કર્મનું પાલન કરવું જોઈએ?

(A) સકામ કર્મ

(B) નિષ્કામ કર્મ

(C) દુર્લભ કર્મ

(D) સતકર્મ

પ્ર.૨. નીચેના જવાબો લખો (15)

પ્ર.૨. (અ) સવિસ્તાર પ્રશ્ન (૨ માંથી કોઈ પણ ૧) (05)

1. અર્થ પુરૂષાર્થ વિશે સમજૂતી આપો.

2. ભારતીય શિક્ષણ પ્રણાલીનો અર્વાચીન્ ઇતિહાસ સમજાવો.

પ્ર.૨. (બ) સવિસ્તાર પ્રશ્ન (૨ માંથી કોઈ પણ ૧) (05)

1. ભારતની વિદ્યાપીઠો વિશે ટુંકમાં જણાવો.

2. વિશ્વની પ્રથમ સભ્યતા તરીકે ભારતીય સભ્યતાની ચર્ચા કરો.

પ્ર.૨. (ક) ટૂંકનોંધ લખો (૨ માંથી કોઈ પણ ૧) (05)

1. વસુદૈવ કુટુમ્બકમ

2. ભારતીય જ્ઞાન પરંપરામાં માનવતા.

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