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Business Studies

CUET- 2023

1. Which of the following is incorrect about organising?

- (1) Organising is a management function
- (2) Departmentalisation is the first step of organising
- (3) Functional structure is a part of organising
- (4) Organising leads to specialisation in work

2. In which year New Economic Policy was introduced in India?

- (1) 1981 (2) 1991
- (3) 1982 (4) 1992

3. Consider the following facts about Management:

- (A) Management is not a tangible force
- (B) Management is not an intangible force
- (C) Management of people, management of work and management of operations are dimensions of management
- (D) Management is an individual activity
- (E) Management is dynamic function

Choose the correct answer from the options

given below:

- (1) (A), (B) and (D) only
- (2) (A), (C) and (E) only
- (3) (A), (B) and (C) only
- (4) (A), (D) and (C) only

4. Identify the correct sequence of first 5 steps of process of Selection:

- (A) Employment interview
- (B) Reference and background checks
- (C) Selection Tests
- (D) Selection Decision

(E) Preliminary Screening

Choose the correct answer from the options given below:

- (1) (E), (A), (D), (B), (C)
- (2) (E), (A), (B), (C), (D)
- (3) (E), (A), (C), (B), (D)
- (4) (E), (C), (A), (B), (D)

5. Match List I with List - II.

List-I	List-II
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(A) Departmentalisation	(I) Leads to occupational specialisation
(B) Functional Structure	(II) Leads to product specialisation
(C) Divisional Structure	(III) Network of social relationship
(D) Informal Organisation	(IV) Grouping of similar activities

Choose the correct answer from the options

given below:

- (1) (A)-(IV), (B)-(I), (C)-(II), (D)-(III)
- (2) (A)-(IV), (B)-(II), (C)-(I), (D)-(III)
- (3) (A)-(II), (B)-(I), (C)-(III), (D)-(IV)
- (4) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)

6. Match List I with List – II

List - I	List - II
(A) Unity of Command	(I) Study of movements
(B) Unity of Direction	(II) Differentiates between efficient and inefficient workers
(C) Motion Study	(III) One subordinate one superior
(D) Differential Piece wage system	(IV) One head and One plan

Choose the correct answer from the options

given below:

- (1) (A)-(I), (B)-(II), (C)-(IV), (D)-(III)
- (2) (A)-(III), (B)-(IV), (C)-(I), (D)-(II)
- (3) (A)-(II), (B)-(III), (C)-(I), (D)-(IV)
- (4) (A)-(II), (B)-(IV), (C)-(III), (D)-(I)

7. Identify the factor which does not affect the financing decision of an organisation :

- (1) Control Consideration
- (2) Risk
- (3) Investment Criteria involved
- (4) Cost

8. The organisation structure can be defined as the framework within which _____ and _____ tasks are performed.

- (1) Managerial and Staffing
- (2) Managerial and Operating
- (3) Operating and Staffing
- (4) Staffing and Controlling

9. Which of the following is NOT considered as top Management in an Organisation?

- (1) Production Manager
- (2) President
- (3) Chairman
- (4) Chief Operating Officer

10. Who can file a complaint before the appropriate consumer forum?

- (1) Any consumer can file a complaint and does not need the services of an advocate.
- (2) Any unregistered consumers association.



(3) The traders who purchased the goods with the purpose of selling.

(4) Any person who is relative of the consumer

11. Considering the fact about “Branding” which among the following are its related terms ?

- (A) Pricing
- (B) Brand Mark
- (C) Trade Mark
- (D) Brand Name
- (E) Brand

Choose the correct answer from the options given below :

- (1) (A), (B), (C) and (E) only
- (2) (B), (C), (D) and (E) only
- (3) (A), (C), (D) and (E) only
- (4) (A), (D), (E) and (B) only

12. Which of the following is the correct option relating to Entrepreneurship?

- (1) Entrepreneurs undertake calculated risk
- (2) Entrepreneurs undertake low risk
- (3) Entrepreneurs undertake high risk
- (4) Entrepreneurs undertake moderate and calculated risk

13. Match List - I with List – II

List - I	List - II
(A) Packaging	(I) Impersonal form of communication
(B) Labelling	(II) Act of designing containers/wrappers
(C) Advertising	(III) Process of giving a name/sign
(D) Branding	(IV) Act of designing labels

Choose the correct answer from the options

given below:

- (1) (A)-(IV), (B)-(III), (C)-(II), (D)-(I)
- (2) (A)-(II), (B)-(IV), (C)-(I), (D)-(III)
- (3) (A)-(III), (B)-(II), (C)-(IV), (D)-(I)
- (4) (A)-(I), (B)-(III), (C)-(IV), (D)-(II)

14. _____ involves shifting of an employee

from one job to another or from one shift to another, without a substantive change in the responsibilities and status of the employee.

- (1) Promotion (2) Transfer
- (3) Placement (4) Orientation

15. Choose the pair which is not included in marketing mix elements :

- (1) Place and Price
- (2) Promotion and Public
- (3) Product and Price
- (4) Price and place



16. Identify the correct features of Principles of Management :

- (A) Flexible
- (B) Interrelated
- (C) General Guidelines
- (D) Pervasive
- (E) Contingent

Choose the correct answer from the options given below:

- (1) (A), (C) and (E) only
- (2) (B), (C) and (E) only
- (3) (A), (C) and (D) only
- (4) (B), (C) and (D) only

17. Considering the economic environment of a business, the components are:

- (A) Life expectancy
- (B) Inflation
- (C) Interest Rate
- (D) Consumption Habits
- (E) Disposable Income

Choose the correct answer from the options given below:

- (1) (A) and (D) only
- (2) (C) and (A) only
- (3) (B), (C) and (E) only

(4) (A), (B) and (C) only

18. Arrange the following marketing philosophies according to their evolution:

- (A) The Product Concept
- (B) The Selling Concept
- (C) The Production Concept
- (D) The Marketing Concept
- (E) The Societal Marketing Concept

Choose the correct answer from the options given below:

- (1) (A), (B), (C), (D), (E)
- (2) (B), (A), (C), (E), (D)
- (3) (C), (A), (B), (D), (E)
- (4) (D), (A), (C), (E), (B)

19. Match List - I with List – II

List - I	List - II
(A) Indicator of a person's learning ability	(I) Aptitude Tests
(B) Provides clues to a person's value system	(II) Interest Tests
(C) Measurement of individuals potential for learning new skills	(III) Intelligence Tests
(D) Indicator for the pattern of involvement of a person	(IV) Personality Tests

Choose the correct answer from the options given below:



- (1) (A)-(IV), (B)-(III), (C)-(II), (D)-(I)
- (2) (A)-(III), (B)-(IV), (C)-(I), (D)-(II)
- (3) (A)-(III), (B)-(II), (C)-(I), (D)-(IV)
- (4) (A)-(III), (B)-(I), (C)-(II), (D)-(IV)

20. Identify the pair which does not affect the choice

of capital structure :

- (1) Flexibility and Control
- (2) Cost of Equity and Goodwill
- (3) Risk consideration and ROI
- (4) Cost of debt and Floatation Cost

21. Identify the correct statements in the context of financial decision:

- (A) Financial decision includes investment decision, financing decision and dividend decision
- (B) Short term investment decision is also known as 'capital budgeting decision'
- (C) Short term investment decision is also known as 'Working capital decision'
- (D) Investment decision includes raising funds from equity or debt
- (E) Investment decision includes short term and long term investment decision

Choose the correct answer from the options

given below:

- (1) (A), (C) and (E) only
- (2) (A), (B) and (C) only
- (3) (C), (D) and (E) only
- (4) (B), (C) and (D) only

22. Match List - I with List – II

List - I	List - II
(A) Training of Intermediaries	(I) Functions of Financial Market
(B) Providing liquidity to financial Assets	(II) Functions of Stock Exchange
(C) Safety of Transaction	(III) Development function of SEBI
(D) Protect the interest of investor	(IV) Objective of SEBI

Choose the correct answer from the options given below :

- (1) (A)-(III), (B)-(I), (C)-(II), (D)-(IV)
- (2) (A)-(II), (B)-(III), (C)-(I), (D)-(IV)
- (3) (A)-(II), (B)-(IV), (C)-(I), (D)-(III)
- (4) (A)-(II), (B)-(I), (C)-(IV), (D)-(III)

23. Consider the following Facts about Consumer Protection Act:

- (A) Getting relief against unfair trade practices by a consumer is called right to be heard
- (B) A seller is not a King in a free market economy
- (C) 'Caveat emptor' means 'Let the buyer beware'



(D) Right of Consumer for being well informed throughout life, is called right to be informed
 (E) Freedom for consumers to access a variety of Products is right to be assured.

Choose the correct answer from the options given below:

- (1) (A), (B) and (C) only
- (2) (A), (B) and (E) only
- (3) (A), (B) and (D) only
- (4) (B, (C) and (E) only

24. Which of the following is incorrect about elements of delegation?

- (1) Authority Flows from top to bottom
- (2) Responsibility flows upwards
- (3) Accountability is derived from responsibility
- (4) Responsibility is derived from accountability

25. Match List - I with List – II

List - I	List - II
(A) Objectives	(I) Specific Statements
(B) Rules	(II) Routine steps on how to carry out activities
(C) Procedure	(III) Provide the Broad Contours of business
(D) Strategy	(IV) Desired Future Position

Choose the correct answer from the options given below:

- (1)(A)-(II), (B)-(III), (C)-(IV), (D)-(I)
- (2) (A)-(III), (B)-(I), (C)-(IV), (D)-(II)
- (3) (A)-(IV), (B)-(I), (C)-(II), (D)-(III)
- (4) (A)-(IV), (B)-(II), (C)-(I), (D)-(III)

26. Which of the following is not a nature of Principles of Management?

- (1) Universal Applicability
- (2) Formed by Practice and Experimentation
- (3) Flexible
- (4) Does not depend upon the prevailing situation at a particular point of time

27. Select the correct sequence of first five steps involved in the Trading and Settlement

Procedure of Stock Exchange:

- (A) Matching the share and best price available by broker
- (B) Approach to a registered broker
- (C) Open a Demat Account
- (D) Issuance of a trade confirmation slip by broker to the investor
- (E) Place an order of buying or selling with the broker

Choose the correct answer from the options given below:

- (1) (C), (B), (A), (E), (D)
- (2) (B), (C), (A), (D), (E)



(3)(B), (C), (E), (A), (D)

(4) (B), (C), (A), (E), (D)

28. In Entrepreneurship, KASH stands for:

- (1) Knowledge, Ability, Skill, Habits
- (2) Knowledge, Available, Schemes, Habits
- (3) Knowledge, Attitude, Skill, Habits
- (4) Knowledge, Ability, Schemes, Habits

29. Fredrick Winslow Taylor was an American _____ who sought to improve industrial efficiency.

- (1) Civil Engineer
- (2) Computer Engineer
- (3) Mining Engineer
- (4) Mechanical Engineer

30. Arrange the steps of Planning Process in a proper order :

- (A) Implementation of plan and follow-up action
- (B) Developing Premises
- (C) Identification and evaluation of alternative courses of action
- (D) Setting up of objectives
- (E) Selecting an alternative

Choose the correct answer from the options given below:

(1) (B), (D), (E), (A), (C)

(2) (B), (C), (E), (D), (A)

(3) (D), (B), (C), (E), (A)

(4) (A), (B), (C), (D), (E)

31. Which of the following is not a Limitation of Planning?

- (1) Planning leads to high flexibility
- (2) Planning leads to rigidity
- (3) Planning reduces creativity
- (4) Planning is a time consuming process

32. Money Market Instruments do not Include:

- (A) Treasury Bill
- (B) Certificate of Deposit
- (C) Commercial Bill
- (D) Equity Shares
- (E) Preference Shares

Choose the correct answer from the options given below:

- (1) (A), (B), (C) and (D) only
- (2) (D) only
- (3) (D) and (E) only
- (4) (A), (B) and (C) only

33. Which of the following statements are correct?

(A) The Consumer Protection Act seeks to protect and promote the consumers interest.



(B) Consumer Protection Act was laid down in 1947.

(C) It is the moral duty of any business to take care of consumers' interests.

(D) A business has social responsibilities towards various interest groups.

(E) Government of India has enacted several regulations designed to provide adequate

protection to consumers.

Choose the correct answer from the options given below:

(1) (A), (C) and (D) only

(2) (A), (C), (D) and (E) only

(3) (A), (B), (C) and (D) only

(4) (B), (C) and (D) only

34. Identify the true statement out of the below given statements :

(1) Trade mark is a registered brand

(2) Trademark is an un-registered brand

(3) Brand and trademark are same

(4) Brand is an owned trademark

35. Identify and arrange the steps of organizing Process in the correct sequence.

(A) Assignment of duties

(B) Recruitment and selection

(C) Identification and division of work

(D) Establishing authority and reporting relationships

(E) Departmentalisation

Choose the correct answer from the options given below:

(1) (C), (E), (A), (D)

(2) (C), (A), (E), (D)

(3) (C), (D), (A), (E), (B)

(4) (C), (D), (E), (A), (B)

36. In the world of Financial market, IPO stand for :

(1) Indian Private Organisation

(2) Initial Public Offer

(3) International Public Offer

(4) Initial Public Offset

37. Identify an option which defines "Management as an Art".

(1) Personalised application

(2) Principles based on application

(3) Universal Validity

(4) Restricted entry

38. Mohan, a Production Manager of 'X' Ltd. has divided his factory operations under Planning Incharge and Production Incharge. Identify the technique of Scientific Management being followed by Mohan.



- (1) Motion Study
- (2) Functional Foremanship
- (3) Time Study
- (4) Method Study

39. _____ leads to shifting an employee to a higher position carrying higher responsibilities, facilities status and pay.

- (1) Promotion
- (2) Direct recruitment
- (3) Transfer
- (4) Web Publishing

40. Match List - I with List - II

List - I	List - II
(A) The mix between owners' and borrowed funds	(I) Financial Planning
(B) Quantum of finance to be raised from various long term sources	(II) Investment Decisions
(C) How the firm's funds	(III) Capital Structure are invested
(D) Financial blueprint of an organisation	(IV) Financing Decisions

Choose the correct answer from the options given below:

- (1) (A)-(III), (B)-(I), (C)-(II), (D)-(IV)
- (2) (A)-(IV), (B)-(III), (C)-(II), (D)-(I)
- (3) (A)-(III), (B)-(IV), (C)-(II), (D)-(I)
- (4) (A)-(III), (B)-(II), (C)-(IV), (D)-(I)

Read the following case study and attempt question number.

Mr. Rahul, a management graduate, has been working in the XYZ Rubber Ltd. for the last 10 years. His performance is always consistent and many times he received 'Best Employee' Award from the management. But in the last two years, it is observed that his performance is gradually getting low. The department tried to identify his reasons for low performance but did not get much information from him. But in recent months some employees had shown disappointment on present leadership, pay system and communication. May be it was the reason for low performance of Mr. Rahul.

41. Mr. Rahul's problems must be looked after by which department ?

- (1) Finance Department
- (2) Marketing Department
- (3) HR Department
- (4) Production and Operation Department

42. Which of the following is wrong?

- (1) Participative leader gives order and expect his subordinates to obey that order
- (2) Democratic and Participative leader are same
- (3) Laissez fair leader does not believe in the use of power unless it is absolute essential
- (4) Leadership play vital role in organizational success

43. Identify the incentive used to motivate Mr. Rahul.



- (1) Employee Recognition Programmes
- (2) Bonus
- (3) Profit Sharing
- (4) Perquisites

44. Identify the factor which was not responsible for the gradual decrease in the performance of Mr.

Rahul.

- (1) Leadership
- (2) Compensation
- (3) Communication
- (4) Poor Supervision

45. "It is the process of influencing the behaviour of people by making them strive voluntarily towards achievement of goals".

Identify the process from the case study:

- (1) Supervision
- (2) Leadership
- (3) Communication
- (4) Motivation

Read the following case study and attempt question number.

Mr Vinay is a production Manager in a company. Being a Manager he seeks planned results from his subordinates so he sets the criteria against which actual performance of subordinates will be measured. He also conveys

these criteria to his subordinates. He knows that it is neither economical, nor easy to keep a check on each and every activity. He also finds that if he tries to control everything it will result in controlling nothing. After these two considerations he gives main focus of his effort on comparatively more important tasks and finally he gets planned results.

46. Identify the Functions of management which is being discussed in the above case study.

- (1) Planning
- (2) Organising
- (3) Controlling
- (4) Staffing

47. Identify the level of Management at which Mr. Vinay is working :

- (1) Top Level Management
- (2) Middle Level Management
- (3) First line Management
- (4) Lower Level Management

48. Name the step of Management Function which is discussed in given phrase "he sets criteria" ?

- (1) Measurement of Actual Performance
- (2) Analysing Deviations
- (3) Comparing actual performance with standards
- (4) Setting Performance Standards



49. Which point has been indicated in the phrase "it is neither economical, nor easy to keep a check

on each and every activity"?

- (1) Management by Exception
- (2) Taking Corrective Action
- (3) Critical Point Control
- (4) Measurement of Actual Performance

50. "If he tries to control everything, it will result in controlling nothing". Identify the point which is

underlined in the above phrase.

- (1) Management by Exception
- (2) Talking Corrective Action
- (3) Comparing Actual Performance with Standards
- (4) Critical Point Control



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