

CUET UG 2023 Business Studies Question Paper PDF (Jun 05, 2023) (Shift 1)

- Q1.** Which technique of managerial control determines the level of activity at which the firm can earn its target profits?
 (a) Return on Investment
 (b) Budgetary Control
 (c) Breakeven Analysis
 (d) Ratio Analysis

- Q2.** Vice President belongs to which level of Management?
 (a) Top Level
 (b) Middle Level
 (c) Lower Level
 (d) Executive Level

- Q3.** Match **List - I** with **List - II**

List-I		List-II	
(A)	Complete information about the product	(I)	Right to seek redressal
(B)	Freedom to access variety of Product	(II)	Right to be informed
(C)	File complaint in case of dissatisfaction	(III)	Right to be heard
(D)	Get relief against unfair trade practices	(IV)	Right to be assured

Choose the **correct** answer from the options given below:

- (a) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)
 (b) (A)-(IV), (B)-(III), (C)-(II), (D)-(I)
 (c) (A)-(II), (B)-(III), (C)-(IV), (D)-(I)
 (d) (A)-(II), (B)-(IV), (C)-(III), (D)-(I)
- Q4.** Identify, which of the following is not a component of social environment?
 (a) Customs and Traditions
 (b) Stock Market indices
 (c) Values
 (d) Social Trends
- Q5.** "Planning is an activity which enables managers to look ahead and anticipate changes. By deciding in advance, the tasks to be performed, planning shows the way to deal with changes".
 Importance of planning derived from above para is:
 (a) Planning reduces overlapping and wasteful activities
 (b) Planning promotes innovative ideas

- (c) Planning reduces the risks of uncertainty
 (d) Planning is pervasive

- Q6.** According to EDI, persistence refers to:
 (a) Attention to details and observance of established norms
 (b) Taking personal pains to complete a task as scheduled
 (c) Striving continuously until success is achieved
 (d) Observing the symptoms, diagnosing and curing

- Q7.** Match List - I with List - II

List-I		List-II	
(A)	Wheel network	(I)	Communication on non-selective basis.
(B)	Cluster network	(II)	Each person can communicate with his adjoining two persons.
(C)	Gossip network	(III)	The individual communicates with only those people, whom he trusts.
(D)	Circular network	(IV)	All subordinates under one superior communicate through him only. He acts as a hub.

Choose the **correct** answer from the options given below:

- (a) (A)-(I), (B)-(III), (C)-(IV), (D)-(II)
 (b) (A)-(II), (B)-(I), (C)-(IV), (D)-(III)
 (c) (A)-(IV), (B)-(II), (C)-(III), (D)-(I)
 (d) (A)-(IV), (B)-(III), (C)-(I), (D)-(II)
- Q8.** Which of the following is a comprehensive plan for accomplishing organisational objectives?
 (a) Policy
 (b) Budget
 (c) Objectives
 (d) Strategy
- Q9.** Arrange the following steps of staffing process in correct sequence:
 (A) Estimating the Manpower Requirement
 (B) Recruitment
 (C) Training and Development
 (D) Selection
 (E) Placement and Orientation

Choose the **correct** answer from the options given below:

- (a) (A), (B), (D), (E), (C)
- (b) (A), (B), (E), (D), (C)
- (c) (A), (B), (C), (D), (E)
- (d) (A), (B), (D), (C), (E)

Q10. Arrange the following elements of Motivation Process in correct sequence:

- (A) Unsatisfied need
- (B) Tension
- (C) Drives
- (D) Search Behaviour
- (E) Satisfied need

Choose the **correct** answer from the options given below:

- (a) (A), (B), (C), (D), (E)
- (b) (E), (B), (C), (D), (A)
- (c) (A), (B), (D), (C), (E)
- (d) (A), (B), (D), (E), (C)

Q11. Identify the factor which does not affect the choice of capital structure of a company?

- (a) Cash flow position
- (b) Floatation Costs
- (c) Diversification
- (d) Cost of Equity

Q12. Which of the following concept arises from delegated authority?

- (a) Authority
- (b) Power
- (c) Responsibility
- (d) Accountability

Q13. Identify the incorrect pair of elements of directing:

- (a) Motivation and Communication
- (b) Leadership and Direction
- (c) Leadership and Supervision
- (d) Supervision and Communication

Q14. Which is not true about Authority?

- (a) It arises from formal position
- (b) It cannot be delegated
- (c) It determines the Superior and Subordinate relationship
- (d) It flows from top to bottom

Q15. _____ is a team, consisting of managers, from different functional level, heading finance, marketing etc.

- (a) Top Management
- (b) Middle Management
- (c) Lower-Level Management
- (d) Supervisory Level

Q16. Identify the factors affecting Capital Budgeting decision:

- (A) Cash flows of the project
- (B) Rate of return of the project

- (C) Stability of Dividends
- (D) State of Capital Market
- (E) Investment Criteria involved

Choose the **correct** answer from the options given below:

- (a) (A), (B) and (D) only
- (b) (A), (B) and (E) only
- (c) (B), (C) and (D) only
- (d) (B), (C) and (E) only

Q17. Which of the following is not an advantage of Functional structure in an organisation?

- (a) Ensures that different functions get due attention.
- (b) Promotes control and coordination with a department
- (c) Increases managerial and optional efficiency
- (d) Product specialisation

Q18. The term 'Business Environment' includes sum total of all forces, that are:

- (a) Inside and outside business
- (b) Outside business only
- (c) Inside business only
- (d) Controllable and Inside business

Q19. In motivation process which of the following steps is not included?

- (a) Drives
- (b) Search behaviour
- (c) Communication
- (d) Reduction of tension

Q20. Which function of management decides who will do a particular task?

- (a) Planning
- (b) Staffing
- (c) Organising
- (d) Co-ordination

Q21. Entrepreneurial Competencies doesn't include:

- (A) Assertiveness
- (B) Solving Problem
- (C) Persuasion
- (D) Monitoring
- (E) Appearance

Choose the **correct** answer from the options given below:

- (a) (E) only
- (b) (A) and (B) only
- (c) (A), (B) and (E) only
- (d) (A), (B), (C) and (D) only

Q22. When people interact beyond their officially defined roles and form a network of social relationship, then this type of concept is called as?

- (a) Formal Organisation
- (b) Informal Organisation
- (c) Delegation
- (d) Decentralisation

Q23. The objective of which technique of Scientific management is to frame the suitable incentive schemes?

- (a) Time study
- (b) Motion study
- (c) Method study
- (d) Fatigue study

Q24. Match List - I with List - II

List-I		List-II	
(A)	Study of movements	(I)	Fatigue Study
(B)	Determines amount of frequency and rest intervals	(II)	Simplification
(C)	Determines standard time taken to perform a job	(III)	Motion Study
(D)	Eliminating superfluous varieties, sizes etc.	(IV)	Time Study

Choose the **correct** answer from the options given below:

- (a) (A)-(III), (B)-(IV), (C)-(I), (D)-(II)
- (b) (A)-(III), (B)-(IV), (C)-(II), (D)-(II)
- (c) (A)-(III), (B)-(I), (C)-(IV), (D)-(II)
- (d) (A)-(III), (B)-(II), (C)-(I), (D)-(IV)

Q25. Identify the pair of Promotional tools included in Promotion Mix:

- (a) Publicity and Branding
- (b) Publicity and Sales Promotion
- (c) Branding and Pricing
- (d) Branding and Advertising

Q26. "Others factors remaining the same, a trading business requires less working capital". Choose the factor that does not affect the working capital of company.

- (A) Regulatory Frame Work
- (B) Diversification
- (C) Level of Collaboration
- (D) Operating Efficiency
- (E) Inflation

Choose the **correct** answer from the options given below:

- (a) (A), (C) and (D) only
- (b) (A), (B) and (C) only
- (c) (A), (C) and (E) only
- (d) (A), (B) and (D) only

Q27. Simplification aims at:

- (a) Using simple methods of production
- (b) Eliminating unnecessary steps in management

(c) Eliminating superfluous varieties, sizes and dimensions

(d) Establishing standards of performance for employees

Q28. _____ are guidelines to action but don't provide ready-made solutions to the managerial problems.

- (a) Principles
- (b) Value
- (c) Techniques
- (d) Methods

Q29. A long-term investment decision is called _____.

- (a) Capital structure
- (b) Financial Planning
- (c) Capital Budgeting
- (d) Working Capital decision

Q30. Identify which of the following factor does not affect working capital requirement?

- (a) Production Cycle
- (b) Seasonal Factors
- (c) Credit Allowed
- (d) Diversification

Q31. Which of the following statements are correct?

- (A) In order to understand manpower requirements, it is necessary to undertake workload analysis and workforce analysis
- (B) Trade Test measure the existing skills level of knowledge and proficiency in the area of professions or technical training
- (C) Intelligence Test indicate a person's learning ability to make decisions and Judgement
- (D) Personality tests provide clues to a person's emotions, reactions, maturity and value system
- (E) Aptitude Test is a measure of Individuals ability to make decision.

Choose the **correct** answer from the options given below:

- (a) (A), (B), (C) and (D) only
- (b) (A), (B), and (E) only
- (c) (A), (B), (D) and (E) only
- (d) (A), (C), (D) and (E) only

Q32. Ankit and Amisha are Working as Sales Officers in an Organisation. Ankit gets a salary of ₹50,000 per month, while Amisha gets ₹40,000 per month. Which principle of management is violated by the organisation.

- (a) Order
- (b) Fair remuneration
- (c) Discipline
- (d) Equity

Q33. Choose correct sequence of steps of controlling process:

- (A) Setting performance Standards
- (B) Analysing deviation

- (C) Measurement of Actual Performance
(D) Comparison of actual performance with standards
(E) Taking corrective action

Choose the **correct** answer from the options given below:

- (a) (A), (C), (D), (E), (B)
(b) (A), (D), (C), (E), (B)
(c) (A), (D), (C), (B), (E)
(d) (A), (C), (D), (B), (E)

Q34. Which of the following are the commonly used internal sources of recruitment:

- (A) Transfers
(B) Promotions
(C) Casual Callers
(D) Direct Recruitment
(E) Advertisements

Choose the **correct** answer from the options given below:

- (a) (A) and (B) only
(b) (A), (B) and (C) only
(c) (A), (B), (C) and (E) only
(d) (A), (B), (C) and (D) only

Q35. Match List - I with List - II

List-I		List-II	
(A)	Put the trainee under the guidance of a master worker	(I)	Internship Training
(B)	Trainee is being groomed to replace the senior manager	(II)	Job Rotation
(C)	Shifting the trainee from one job to another	(III)	Coaching
(D)	Joint programme of training framed by educational institutions and business firms	(IV)	Apprenticeship Programmes

Choose the **correct** answer from the options given below:

- (a) (A)-(IV), (B)-(III), (C)-(II), (D)-(I)
(b) (A)-(III), (B)-(IV), (C)-(I), (D)-(II)
(c) (A)-(II), (B)-(III), (C)-(IV), (D)-(I)
(d) (A)-(I), (B)-(IV), (C)-(II), (D)-(III)

Q36. Match List - I with List - II

List-I		List-II	
(A)	Rule	(I)	Specific statements
(B)	Programme	(II)	Detailed statements
(C)	Budget	(III)	Statement of expected results
(D)	Policy	(IV)	Guide to thinking

Choose the **correct** answer from the options given below:

- (a) (A)-(I), (B)-(II), (C)-(IV), (D)-(III)
(b) (A)-(I), (B)-(III), (C)-(II), (D)-(IV)
(c) (A)-(I), (B)-(IV), (C)-(III), (D)-(II)
(d) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)

Q37. State Commission has a jurisdiction to entertain complaints, where value of goods and services paid as consideration exceeds

- (a) One Crore
(b) Fifteen Crores
(c) Twenty Crores
(d) Ten Crores

Q38. Arrange following elements involved in communication process in correct sequence:

- (A) Sender
(B) Media
(C) Encoding
(D) Message
(E) Decoding

Choose the **correct** answer from the options given below:

- (a) (A), (C), (D), (B), (E)
(b) (A), (D), (C), (B), (E)
(c) (A), (D), (C), (E), (B)
(d) (A), (B), (C), (D), (E)

Q39. Arrange the below steps in the process of selection in a logical order:

- (A) Preliminary Screening
(B) Selection Tests
(C) Selection decision
(D) Employment Interview
(E) Reference and Background checks

Choose the **correct** answer from the options given below:

- (a) (A), (B), (C), (D), (E)
(b) (A), (B), (D), (E), (C)
(c) (A), (B), (D), (C), (E)
(d) (A), (C), (B), (D), (E)

Q40. FSSAI has made a proposal for hotels to declare the kind Of Oil used in cooking food items on their menus. Which consumer right is being reinforced by this proposal?

- (a) Right to be Assured
(b) Right to be heard
(c) Right to be informed
(d) Right to consumer education

Direction for question 41 to 45: Based on following case study, answer the question.

Financial Market are classified on the basis of the maturity of financial Instruments traded in them. Instruments with a maturity of less than one year are traded in money market while instruments with longer maturity are traded in Capital market. Instruments with a maturity of short term/ period

upto one year are close substitutes for money. While long term funds market, direct savings of the community into their most productive use leading to growth and development of the economy.

Q41. On the basis of the maturity of Financial Instruments, Financial Markets are classified into two categories such as:

- (a) Primary Market and Secondary Market
- (b) Money Market and Capital Market
- (c) Stock Market and Bond Market
- (d) Wholesale and Retail Market

Q42. Select the market in which shares are traded:

- (a) Capital Market
- (b) Money Market
- (c) Bond Market
- (d) Free Competitive Market

Q43. Select the instrument that is used for Inter-bank transactions:

- (a) Treasury Bill
- (b) Commercial Paper
- (c) Call Money
- (d) Certificate of Deposit

Q44. Which market helps the existing investors to disinvest and Fresh investors to enter the market?

- (a) Money Market
- (b) Bond Market
- (c) Primary Market
- (d) Secondary Market

Q45. Identify the market that is also known as the new issues market:

- (a) Money Market
- (b) Capital Market
- (c) Primary Market
- (d) Stock Exchange

Direction for question 46 to 50: Based on following case study, answer the question.

Supriya started a garment manufacturing unit. Her objective was to maximise her sales in the very first year. For this she

used aggressive selling technique. She got her firm registered with name "Styles & Styles", which provided distinct identity to her firm. She used the most common tool for promotion, which is an impersonal form of communication.

For sales promotion, she started giving discount vouchers of her sister's accessories house. She also started putting up her stalls in exhibitions in order to draw the attention of public.

Q46. Which marketing management philosophy was followed by Supriya?

- (a) Marketing Concept
- (b) Selling Concept
- (c) Product Concept
- (d) Production Concept

Q47. In getting her firm registered with the name 'Styles & Styles', which function of marketing was performed?

- (a) Grading
- (b) Standardisation
- (c) Branding
- (d) Labelling

Q48. Identify which sales promotion tool was used for impersonal communication?

- (a) Publicity
- (b) Advertising
- (c) Public relations
- (d) Personal selling

Q49. Select objection to advertising out of the following.

- (a) Undermines Social Values
- (b) Lack of feedback
- (c) Mass Reach
- (d) Expressiveness

Q50. "She also started putting up her stalls in different exhibitions." Identify which tool of promotion is highlighted here?

- (a) Sales promotion
- (b) Personal selling
- (c) Publicity
- (d) Public Relations