

CUET UG 2023 Business Studies Question Paper PDF (Jun 07, 2023) (Shift 3)

- Q1.** Identify the importance of decentralisation from the following sentence:
"Decisions are taken at levels which are nearest to the points of action".
(a) Relief to Top level
(b) Quick Decision Making
(c) Better Control
(d) Develops Initiative among subordinates
- Q2.** Identify the instrument of money market, which is also known as 'Zero Coupon Bonds'.
(a) Commercial paper
(b) Call money
(c) Treasury Bill
(d) Certificate of Deposit
- Q3.** "Employees see it as a restriction on their freedom". It is one of the limitations of Controlling. Identify the Limitation:
(a) Difficulty in setting quantitative standards
(b) Little control over external factors
(c) Resistance from employees
(d) Costly affair
- Q4.** The technique of Taylor which contradicts one of the principles of General Management namely "Unity of Command" is:
(a) Method Study
(b) Standardisation and Simplification
(c) Functional Foremanship
(d) Harmony, Not Discord
- Q5.** "Principles of Management do not provide readymade, straitjacket solutions to all managerial problems". Identify the feature of principles of management highlighted in the given statement.
(a) Flexible
(b) General Guidelines
(c) Universal Applicability
(d) Contingent
- Q6.** Match **List - I** with **List - II**

List-I		List-II	
(A)	Functional structure	(I)	Each unit is self-contained
(B)	Informal organisation	(II)	Flexible in nature
(C)	Divisional structure	(III)	Leads to occupational specialisation
(D)	Formal organisation	(IV)	Directed by rules

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

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

- Q7.** The newly appointed Government of a country has created an atmosphere of uncertainty and fear in the country. As a result of which the price of dry fruits has risen. Which feature and dimension of Business Environment is related to above case?
(A) Complexity and Political Environment
(B) Uncertainty and Social Environment
(C) Inter-relatedness and Political Environment
(D) Uncertainty and Political Environment

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

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

- Q8.** "The entrepreneurial decision is an investment decision that augments the productive capacity of the economy". Identify the function of entrepreneur.
(a) Contribution to GDP
(b) Capital formation
(c) Generation of Employment
(d) Generation of Business opportunities

- Q9.** Match **List - I** with **List - II**

List-I		List-II	
(A)	Demonetisation	(I)	End of licence - permit-quota raj
(B)	Liberalisation	(II)	Planned disinvestment of public sector
(C)	Globalisation	(III)	Integration of the various economies of the world
(D)	Privatisation	(IV)	Creating a cash lite economy

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

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

Q10. Which of the following is "NOT" an aspect of Feasibility Analysis?

- (a) Economic
- (b) Taxation
- (c) Financial
- (d) Commercial

Q11. "Following a pre-decided plan when circumstances have changed, may not turn out to be in the organisational interest". Identify the limitation of Planning.

- (a) Planning reduces creativity
- (b) Planning may not work in dynamic environment
- (c) Planning is time consuming
- (d) Planning leads to Rigidity

Q12. _____ is the process where securities held by the investor in the physical form are cancelled and the investor is given an electronic entry.

- (a) Depository
- (b) Dematerialisation
- (c) Liquidity
- (d) Marketability

Q13. From the following statement, Identify the importance of Delegation:

"Delegation empowers the employees by providing them an opportunity to use their skills".

- (a) Motivation Of Employees
- (b) Effective Management
- (c) Employee Development
- (d) Better Coordination

Q14. Ruskin, the sales supervisor of MTS Ltd. is in the process of selecting salesman for his unit.

Arrange the steps, after employment interview, which he would undertake?

- (A) Selection Decision
- (B) Medical Examination
- (C) Job Offer
- (D) Contract Of Employment
- (E) Reference and background checks

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

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

Q15. Match List - I with List - II

List-I		List-II	
(A)	Flexible	(I)	Aim at influencing conduct of humans
(B)	General Guidelines	(II)	Can be modified as per demand of situation

(C)	Mainly behavioural	(III)	Dependent upon prevailing situation at a point of time
(D)	Contingent	(IV)	Do not provide readymade straitjacket solutions

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

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

Q16. _____ refers to a network of social relationships among employees.

- (a) Formal organisation
- (b) Functional structure
- (c) Informal organisation
- (d) Divisional structure

Q17. Which one of these is not a Standing Plan?

- (a) Objective
- (b) Policy
- (c) Rule
- (d) Method

Q18. _____ is NOT a characteristic of Entrepreneurship.

- (a) Innovation
- (b) Profit Maximisation
- (c) Lawful and purposeful activity
- (d) Systematic activity

Q19. "Management has to adapt itself to the changing environment." Identify the feature of Management.

- (a) Management is Intangible
- (b) Management is a dynamic function
- (c) Management is continuous process
- (d) Management is multi-dimensional

Q20. "To remain in the industry, management must exploit fully the growth potential of the organisation" reflects one of objectives of Management. Identify the objective of Management.

- (a) Organisational objective
- (b) Social objective
- (c) Personal objective
- (d) Overall Benefit

Q21. Dinesh is planning to set up an organisation providing services to corporate sector. He has to undertake steps in appointing staff for his organisation. Arrange the following steps in sequence.

- (A) Recruitment
- (B) Selection
- (C) Estimating the manpower requirements
- (D) Training and development

(E) Placement and orientation

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

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

Q22. PNB took over 'Oriental Bank of Commerce' and 'United Bank of India' to become the Country's second largest lender.

_____ dimension of Business environment is exhibited by above:

- (a) Technological Environment
- (b) Political Environment
- (c) Legal Environment
- (d) Economic Environment

Q23. In which Departments did Taylor divide the work of Factory Manager?

- (A) Department of Planning
- (B) Department Of Production
- (C) Department of Research
- (D) Department of Marketing

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

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

Q24. From the following, identify the correct combination of importance and limitation of controlling.

- (A) Accomplishing organisational goals and more control on external factors.
- (B) Accomplishing organisational goals and less control on external factors.
- (C) Making efficient use of resources and easy in setting quantitative standards.
- (D) Making efficient use of resources and resistance from employee.
- (E) Improving employee motivation and more control on government policies.

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

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

Q25. "What managers do in India, USA, Germany or Japan is the same." Identify the feature of Management.

- (a) Management is a goal-oriented process
- (b) Management is Intangible
- (c) Management is continuous process
- (d) Management is all pervasive

Q26. Choose the combination showing Importance of Business Environment.

- (A) Complexity
- (B) Dynamic
- (C) Uncertain
- (D) First mover advantage
- (E) Early warning signals

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

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

Q27. _____ structure is most suitable when the size of the organisation is large, has diversified activities and operations require a high degree of specialisation.

- (a) Functional
- (b) Informal
- (c) Delegated
- (d) Divisional

Q28. "Managers have a tendency to rely on previously tried and tested successful plans. But it is not always true that it will work again." Identify the limitation of Planning.

- (a) Planning is time Consuming
- (b) Planning does not guarantee success
- (c) Planning Reduces Creativity
- (d) Planning leads to Rigidity

Q29. Match List - I with List - II

List-I		List-II	
(A)	Call Money	(I)	Issued by large and creditworthy companies
(B)	Commercial paper	(II)	Available for minimum amount of ₹25,000
(C)	Treasury Bill	(III)	Self-liquidating Instrument
(D)	Commercial Bill	(IV)	Inter-bank transactions

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

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

Q30. Identify the importance of Consumer Protection from consumers point of view.

- (a) Social Responsibility
- (b) Government Intervention
- (c) Widespread Exploitation
- (d) Moral justification

Q31. _____ is a technique used by managers to study the relationship between costs, volume and Profits.

- (a) Personal observation
- (b) Breakeven Analysis
- (c) Statistical Reports
- (d) Budgetary control

Q32. _____ cannot file a complaint under Consumer Protection Act 2019.

- (a) A person who buys goods for consideration paid in cash
- (b) A person who bought goods online
- (c) A person who purchased goods through multilevel marketing
- (d) A person who purchased goods for commercial purpose

Q33. "They compile Bio-data of a large number of candidates and recommend suitable names to their clients". Identify the method of Recruitment.

- (a) Placement Agencies
- (b) Campus Recruitment
- (c) Advertisement
- (d) Recommendations of Employees

Q34. Arrange the steps in the process of controlling in reverse sequence (last to first).

- (A) Comparing actual performance with standards
- (B) Analysing deviation
- (C) Setting Performance standards
- (D) Taking corrective action
- (E) Measurement of Actual performance

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

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

Q35. Planning is closely connected with:

- (A) Responsibility
- (B) Delegation
- (C) Decision making
- (D) Creativity and Innovation

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

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

Q36. Match List - I with List - II

List-I		List-II	
(A)	Technological Environment	(I)	Increased health and fitness trend

(B)	Economic Environment	(II)	Use of lasers, robotics, synthetic fuels
(C)	Legal Environment	(III)	Planned outlay in private and public sectors
(D)	Social Environment	(IV)	Statutory warning on cigarettes

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

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

Q37. Veena Ltd. is a company manufacturing contact lens.

The HR manager of the company has noticed high employee turnover for the past one year. He has been assigned the task of understanding need hierarchy for motivating and retaining employees in the organisation. Arrange and sequence the needs as per Maslow's need hierarchy:

- (A) Esteem needs
- (B) Basic physiological needs
- (C) Self Actualisation needs
- (D) Safety / Security needs
- (E) Affiliation needs

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

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

Q38. Sonali is working as a HR Manager in Bizon Ltd. She has been assigned the task of devising compensation plans for which she has to study the process of motivation. Arrange the steps of motivation process in chronological sequence.

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

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

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

Q39. "Recruitment from educational Institution is a well-established practice of Business." Identify this type of external Recruitment.

- (a) Placement Agencies
- (b) Web Publishing

- (c) Labour Contractors
- (d) Campus Recruitment

Q40. Which of the following is not a responsibility of a consumer under Consumer Protection Act 2019?

- (a) Ask for a cash memo
- (b) Assert yourself to obtain discounts and promotional offers
- (c) File a complaint in an appropriate consumer forum
- (d) Respect the environment

Direction for question 41 to 45: Read the following case study and answer question.

Nisha, Saurabh and Adarsh were friends from college days and now they are doing different kinds of Business. Nisha has started a footwear manufacturing company and has decided to identify the needs of the customers to start successful marketing of the footwears produced by her company and for this the company is doing SWOT (strength, weakness, opportunity and Threat) Analysis.

Saurabh is a distributor of tea. He has opened a distribution agency which deals in tea selling. He has categorised the tea to be sold into three different categories- Red, Yellow and Green.

Adarsh started a Refrigeration manufacturing company and currently is spending substantial amount of money to persuade the target customers to buy its refrigerators through advertisements, personal selling and sales promotion techniques. They regularly meet and discuss their business ideas and exchange notes on customer satisfaction, marketing efforts and social concerns too. In one of such meetings, Adarsh told Nisha and Saurabh that his competitor, with an established Brand name has launched new product with the same name. This has helped his competitor in saving a lot of expenses on building reputation and giving an excellent start to the product. The new product is doing amazingly well and has caught attention of the media. Since the product is enjoying a lot of reputation, the customers are ready to pay high prices for it, in comparison to the same product launched by Adarsh's company.

Q41. "Nisha has started a footwear manufacturing company and has decided to identify the needs of the customers to start successful marketing of the footwears produced by her company and for this the company is doing (SWOT) Analysis." Which function of Marketing is highlighted in this line?

- (a) Standardisation and Grading
- (b) Marketing Planning
- (c) Gathering and Analysing Market Information
- (d) Transportation

Q42. One of the following is not a part of promotion Mix. Identify it.

- (a) Personal selling
- (b) Sales Promotion
- (c) Warranties

- (d) Advertisement

Q43. Identify the function of marketing, followed by Saurabh by categorising Tea into three different categories:

- (a) Transportation
- (b) Standardisation
- (c) Grading
- (d) Product designing and development

Q44. Identify the marketing function which is concerned with dissemination of information about the firm's product to the targeted customers.

- (a) Physical distribution
- (b) Advertisement
- (c) Selling
- (d) Pricing

Q45. "Adarsh started a Refrigerator manufacturing company and currently is spending substantial amount of money to persuade the target customers to buy its refrigerators through advertisement, personal selling and sales promotion Techniques."

Identify the element of Marketing Mix mentioned in the above paragraph.

- (a) Place Mix
- (b) Promotion Mix
- (c) Product Mix
- (d) Price Mix

Direction for question 46 to 50: Read the passage given below and answer question.

Khanna Ltd. is a company engaged in production and trade of "Phulkari" work of Punjab. Its products are in great demand overseas. The company plans to open one more unit for manufacturing Phulkari products. For this purpose, it requires additional investment of Rs.10 crores. It involves committing the finance on a long-term basis. The Finance Manager of the company has suggested issue of debentures at an estimated cost of 8%. The EBIT of the company was Rs.6,00,000 and total capital invested was Rs.1,00,00,000. The company can also opt for issuing equity shares as an alternative to debt financing. A judicious mix of both sources - Debt and Equity would increase the EPS.

Q46. _____ decision is exhibited in the above case.

- (a) Working Capital
- (b) Dividend
- (c) Investment
- (d) Investment and Financing

Q47. "A judicious mix of both sources - Debt and Equity would increase the EPS' _____ concept of Financial Management is conveyed by the above statement.

- (a) Risk consideration
- (b) Return on Investment
- (c) Cost of Equity
- (d) Trading on Equity

Q48. "The Finance Manager of the company has suggested issue of debentures at an estimated cost of 8%".
The above statement conveys _____ type of financial decision.

- (a) Working capital decision
- (b) Investment decision
- (c) Financing decision
- (d) Dividend decision

Q49. "It involves committing the finance on a long-term basis."

_____ concept of Financial Management is indicated from the above statement.

- (a) Capital budgeting decision
- (b) Financial leverage
- (c) Capital structure decision
- (d) Financial risk

Q50. The decision for opening one more manufacturing unit is related to _____.

- (a) Financing decision
- (b) Investment decision
- (c) Dividend decision
- (d) General decision