

CUET UG 2023 Business Studies Question Paper PDF (Jun 10, 2023) (Shift 3)

Q1. Match List - I with List - II

List-I		List-II	
(A)	Status	(I)	Involving employees in decision making
(B)	Job Security	(II)	Giving more autonomy and powers
(C)	Employee participation	(III)	Permanence of the job
(D)	Employee Empowerment	(IV)	Ranking of positions in organisation

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

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

Q2. Which of the following is incorrect?

- (a) Co-ordination is a group effort
- (b) Co-ordination is an individual effort
- (c) Co-ordination is a continuous process
- (d) Co-ordination is a deliberate function

Q3. Many companies are making use of new technologies like AI (Artificial Intelligence) to increase effectiveness and efficiency of their business. Which of the following points regarding Importance of Business Environment does this statement reflect?

- (a) It helps in assisting planning
- (b) It helps in coping with rapid changes
- (c) It helps the firm to identify threats and early warning signals
- (d) It helps in tapping useful resources

Q4. Match List - I with List - II

List-I		List-II	
(A)	A 'never say die' attitude	(I)	Problem Solving
(B)	Observing the symptoms, diagnosing and curing	(II)	Information Seeking
(C)	Not being afraid of the risks associated with business	(III)	Persistence

(D)	Knowing and knowing who knows	(IV)	Self Confidence
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Choose the **correct** answer from the options given below:

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

Q5. This analysis tells that whether product offering idea should be possible at a cost that can be covered by the price it will fetch.

- (a) Technical Feasibility Analysis
- (b) Economic Feasibility Analysis
- (c) Financial Feasibility Analysis
- (d) Commercial Feasibility Analysis

Q6. Which of the following is NOT an "Importance of Controlling":

- (a) Accomplishment of Organizational Goals
- (b) Judging Accuracy of Standards
- (c) Decreases Employee Motivation
- (d) Ensuring Order and Discipline

Q7. As per Consumer Protection Act, 2019 What is the minimum amount of value of goods or services paid as consideration for referring the dispute to National Commission-

- (a) Exceeding ₹50 Lakhs
- (b) Exceeding ₹1 Crores
- (c) Exceeding ₹5 Crores
- (d) Exceeding ₹10 Crores

Q8. "If a business serving Aaloo Parantha in India is successful, it may not be the same in U.S". Name the feature of business environment highlighted above.

- (a) Dynamic nature
- (b) Uncertainty
- (c) Relativity
- (d) Inter-relatedness

Q9. State, which of the following combinations are correct for "Non-financial incentives":

- A. Job enrichment: status
- B. Organisational climate, career advancement opportunities,
- C. Retirement benefits: perquisites
- D. Stock option: employment recognition programmes
- E. Bonus, perquisites

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

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

Q10. Identify the function of management that checks whether decisions have been translated into desired action.

- (a) Planning
- (b) Organising
- (c) Directing
- (d) Controlling

Q11. "Off the job training methods are used away from the work place and means Learning before doing. Find out off the job methods from the following:

- A. Films
- B. Coaching
- C. Case Study
- D. Job Rotation
- E. Vestibule training

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

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

Q12. Yashashvi started a bottle manufacturing business. She has set of objectives and developed premises. Now few more things need to be done in this entire planning process. A list of things is given below. Arrange these in sequence.

- A. To check if plans are being implemented according to schedule.
- B. Doing what is required, implementing the plan.
- C. Evaluating alternative courses of action.
- D. Identifying alternative courses of action.
- E. Select the most feasible, profitable and with least negative consequences.

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

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

Q13. "A company recruits fresh engineers only from top institutes like IITs each year". This represents which type of plan?

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

Q14. Which of the following is NOT a function of SEBI?

- (a) Registration of Brokers and Sub Brokers
- (b) Encouraging Insider Trading
- (c) Undertaking Steps for Investor Protection
- (d) Undertaking measures to develop the Capital Markets by adapting a flexible approach

Q15. This element of delegation is derived from delegated authority.

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

Q16. "The consumers should use electrical appliances which are ISI marked", which consumer right is reflected in this statement?

- (a) Right to be Informed
- (b) Right to be Assured.
- (c) Right to Consumer Education
- (d) Right to Safety/Right to be Protected.

Q17. Which of the following statement is incorrect?

- (a) Foreign Exchange Management Act 1947 and Factories Act 1948 is a part of Economic environment.
- (b) Legislations passed by the Government authorities is a pan of Legal environment.
- (c) Peace and stability in the country is a part of political environment.
- (d) Customs, traditions and values are part of social environment.

Q18. Which of the feature of 'Management as a Profession' holds true?

- (a) Restricted entry
- (b) Professional association
- (c) Ethical code of conduct specified by AIMA
- (d) Service motive

Q19. 'A superior may withhold or suppress a communication which he feels may adversely affect his authority'. Find out the category of the barrier discussed above.

- (a) Psychological barrier
- (b) Personal barrier
- (c) Semantic barrier
- (d) Organisational barrier

Q20. Arrange the process of management in a sequence:

- A. Organising
- B. Controlling
- C. Staffing
- D. Planning
- E. Directing

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

- (a) E, B, A, C, D

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

Q21. As per Consumer Protection Act 2019, if the value of goods is 2 crores where can a consumer file a complaint?
(a) District Commission
(b) State Commission
(c) National Commission
(d) Supreme Court

Q22. Which of the following statement is FALSE:
(a) These days sale and purchase of securities is carried out online.
(b) A depository keeps Securities in Electronic Form.
(c) An investor requires only a Bank account to trade in securities
(d) A broker must be registered with SEBI

Q23. Factors affecting Financing Decisions includes:
A. Cost
B. Risk
C. Floatation cost
D. Cash flow position of the company
E. Taxation Policy

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

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

Q24. The test which provides clues to a person's emotions, his reactions, maturity and value system is:
(a) Intelligence test
(b) Personality test
(c) Trade test
(d) Interest test

Q25. Stock exchange can play a vital role in ensuring wider share ownership by regulating new issues, better trading practices and taking effective steps in educating the public about investments. "

Identify the function of stock exchange pointed out in the above paragraph:

- (a) Safety of transactions
(b) Contribute to economic growth
(c) Providing scope of speculation
(d) Spreading of equity cult

Q26. Match List - I with List - II

List-I (Factors)		List-II (Factors affecting)	
(A)	Credit availed	(I)	Working capital
(B)	Diversification	(II)	Fixed capital
(C)	Control consideration	(III)	Capital structure

(D)	Legal constraint	(IV)	Dividend Decision
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Choose the **correct** answer from the options given below:

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

Q27. The controlling technique 'PERT' stands for:
(a) Programme Editing and Review Technique
(b) Programme Evaluation and Review Technique
(c) Programme Evaluation and Recognition Technique
(d) Provision of Evaluation and Recognition Technique

Q28. Span of Management refers to:
(a) Number of managers
(b) Length of term for which a manager is appointed
(c) Number of subordinates under a superior
(d) Number of members in top management

Q29. Arrange the steps of Organising process in correct order.

- A. Identification and Division of work
B. Establishing reporting relationship
C. Assigning of duties
D. Departmentalisation

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

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

Q30. Rajan is employed in Amaze Ltd. He was of a view that continuous scientific improvements and innovations provides new ways of producing goods. That is why he keeps on making innovations in his product and spends a huge amount on R&D. Identify the dimension of Business environment discussed above.

- (a) Economic environment
(b) Political environment
(c) Social environment
(d) Technological environment

Q31. Interest on debts is a tax-deductible expense, how increase in tax rate will affect debts:

- (a) Debt will become relatively cheaper than equity
(b) Debt will become relatively costlier than equity
(c) Equity and debt will remain unaffected
(d) Equity and debt both will be affected

Q32. Which of the following is correct about objectives of management?

- (a) Economic objectives of a business include providing employment opportunities to the under-privileged sections of society.
- (b) Growth and profit are personal objectives of an individual.
- (c) Organisations should reconcile personal goals with Organisational goals.
- (d) Environmental friendly methods of production is an Organisational objective.

Q33. Which among the following is not a Mark of Bureau of Indian Standards?

- (a) Eco-Mark
- (b) Bio-Mark
- (c) Agmark
- (d) Hallmark

Q34. Rearrange the following steps of staffing in a logical sequencer

- A. Placement and Orientation
- B. Promotion and Career planning
- C. Training and Development
- D. Compensation
- E. Performance Appraisal

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

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

Q35. Arrange the following needs in a hierarchy as suggested by Abraham H. Maslow.

- A. Affiliation and belongingness Needs.
- B. Basic physiological Needs.
- C. Self-actualisation Needs
- D. Esteem Needs
- E. Safety security Needs

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

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

Q36. Match List - I with List - II

List-I (Factors affecting)		List-II (Factors)	
(A)	Fixed Capital	(I)	Financing alternatives
(B)	Working Capital	(II)	Operating Efficiency
(C)	Capital Structure	(III)	Risk Consideration
(D)	Dividend decisions	(IV)	Shareholder preference

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

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

Q37. Which of the following statements related to functional and divisional structure are correct?

- A. It is easy to fix responsibility for performance in functional structure of organisation.
- B. Formation of functional structure of organisation is based on functions.
- C. Divisional structure of organisation is Economical.
- D. It is easy to fix responsibility for performance in divisional structure of organisation.
- E. Functional structure of organisation is Economical.

Choose the correct answer from the options given below:

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

Q38. According to Entrepreneurship Development Institute of India, how many competencies are there, that contribute towards entrepreneurial performance and success?

- (a) 10
- (b) 15
- (c) 20
- (d) 25

Q39. Match List - I with List - II

List-I		List-II	
(A)	Policy	(I)	Manner to perform a task which saves time, efforts and money.
(B)	Rule	(II)	Sequence of steps of performing work in a particular manner.
(C)	Procedure	(III)	General statements which guide to managerial actions and decisions.
(D)	Method	(IV)	Specific statements which do not allow any flexibility or discretion.

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

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

- Q40.** _____ refers to a source of recruitment in which the business organisations keep a database of applicants and call them when need arises:
- (a) Employment Exchange
 - (b) Placement Agencies
 - (c) Labour Contractors
 - (d) Casual Callers

Direction for the question 41 to 45: **Read the following passage and answer the question.**

Atul joined ABC Ltd. as a worker and was getting paid according to his skills and performance. He was assigned to a team where all his team members were very cooperative and used to help each other in need. Each team in the company was given one target to achieve. His supervisor used to take suggestions from the subordinates and reward the constructive suggestions. There was no chaos in the organisation as synchronisation of activities of different departments was maintained.

- Q41.** When the workers get paid according to skills and performance in the organisation, name the principle that is being followed.
- (a) Equity
 - (b) Fair remuneration of employees
 - (c) Esprit de corps
 - (d) Initiative
- Q42.** The principle of Fayol followed by Atul's team in this case was:
- (a) Equity
 - (b) Scalar chain
 - (c) Esprit de Corps
 - (d) Order
- Q43.** Identify the principle of Scientific Management discussed in the passage.
- (a) Science, Not Rule of Thumb
 - (b) Harmony, Not Discord
 - (c) Equity
 - (d) Cooperation, not individualism
- Q44.** The feature of management highlighted in the passage, where the work was done in teams is _____.
- (a) Continuous
 - (b) Group activity
 - (c) Pervasive
 - (d) Dynamic
- Q45.** Find out the concept of management which is also known as the essence of management from the passage.
- (a) Directing
 - (b) Delegation
 - (c) Coordination
 - (d) Cooperation

Direction for the question 46 to 50: **Read the following passage and answer the question.**

Mr. X is working as a manager at 'Cheezy's Pizzas' at Pali Hills, Mumbai. He has a good command over his employees as well as customers. One of his sub-ordinates Mr. Y left his company and opened up a similar pizza chain called 'Mozzy's Pizzas' opposite to 'Cheezy's Pizzas' as a new competitor. 'Mozzy's' copied the recipes and the business model of 'Cheezy's' and started selling pizzas @50% discount as an introductory offer. Mr. X Was losing his sales and so he called up the team meeting with the executives to discuss this issue. The team meeting concluded with certain suggestions like protecting the brand name with necessary Intellectual Property Rights: The company decided to give a new look to the logo and colours of brand name and then giving it legal protection. The operation executive suggested Mr. X to add more variety in their current menu e.g., more pizza toppings, more flavours of pastas and soups, etc. The marketing executive provided an idea to distribute free slices of pizza at malls and gaming areas for children in order to attract more customers. The marketing executive also suggested to provide free 'home delivery' to increase customer base. In order to develop goodwill, the company also decided to print the list of ingredients outside the package to inform the customers about product contents. The marketing executive also came up a plan to provide gifts to customer who buy in bulk e.g., 2 soups free with 01 large pizza, 01 pasta free with 02 medium pizzas.

- Q46.** Select the elements of promotion mix out of the:

- A. Transportation
- B. Advertising
- C. Inventory Control
- D Personal selling
- E. Warehousing

Choose the correct answer from the options given below:

- (a) A and D only
 - (b) A and B only
 - (c) C and D only
 - (d) B and D only
- Q47.** "The marketing executive also suggested to provide free 'home delivery' to increase customer base." Identify the concept discussed in this statement.
- (a) Product mix
 - (b) Price mix
 - (c) Place mix
 - (d) Promotion mix
- Q48.** "In order to develop goodwill, the company also decided to print the list of ingredients outside the packages to inform the customers about product contents." Identify the concept related to this statement.
- (a) Branding
 - (b) Packaging
 - (c) Logo
 - (d) Labelling
- Q49.** Which dimension is discussed in the statement "The operation executive suggested Mr. X to add more

variety in their current menu e.g., more pizza toppings, move flavours of pastas and soups, etc."

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

Q50. Which of the Intellectual Property Right is being discussed in the statement, "protecting the brand name

with necessary Intellectual Property Rights, the company decided to give a new look to the logo and colours of brand name and giving it legal protection.

- (a) Logo
- (b) Brand mark
- (c) Trade mark
- (d) Brand name