

CUET UG 2023 Business Studies Question Paper PDF (Jun 12, 2023) (Shift 2)

- Q1. "It is said that the entrepreneurs thrive on circumstances where odds favouring and against success area i.e., 50:50 situations". Which feature of entrepreneurship is highlighted by the statement?
 (a) Innovation
 (b) Systematic Activity
 (c) Risk taking
 (d) Inventions
- Q2. Which element of Marketing Mix refers to 'anything of value'?
 (a) Price
 (b) Place
 (c) Product
 (d) Promotion
- Q3. Which Marketing Management Philosophy aims at "profit through customer satisfaction"?
 (a) Production Concept
 (b) Selling Concept
 (c) Marketing Concept
 (d) Product Concept
- Q4. Which dimension of business environment includes aspects like value of rupee, volume of imports and exports, public debt etc
 (a) Legal environment
 (b) Political environment
 (c) Economic environment
 (d) Social environment
- Q5. Which is the result of the policy decision of the top management:-
 (a) Delegation
 (b) Decentralisation
 (c) Centralisation and Delegation
 (d) Decentralisation and Delegation
- Q6. Identify that part of Financial markets which enjoy a higher degree of liquidity.
 (a) Capital Market
 (b) Money Market
 (c) Stock Exchange
 (d) Primary Market
- Q7. What does workforce analysis refer to?
 (a) Number and type of human resource required
 (b) Number and type of human resource available
 (c) Number of vacancies that already exist
 (d) Desirable profile of occupant.
- Q8. Mr. Hari is given the responsibility of formulation of strategies for the achievement of organisational goals. Identify the level of Management at which Mr. Hari is working.

- (a) Top Management
 (b) Middle Management
 (c) Operational Management
 (d) Supervisory Management

Q9. Match List-I with List-II:

List-I		List-II	
(A)	Implicit and inherent in all functions of an organisation.	(I)	Staffing
(B)	Human resource function	(II)	Organising
(C)	Deciding that who will do a particular task	(III)	Co-ordination
(D)	Developing a way of achieving goals	(IV)	Planning

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

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

Q10. Which function of management helps in identifying potential of employees and motivate them to work up to their full potential?

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

Q11. Choose the combination of factors that are needed while taking a financing decision.

- A. Amount of Earning and Stability of Earnings.
 B. Fixed operating cost and shareholder's preference.
 C. Control considerations and state of Capital Market.
 D. Floatation cost and Investment criteria involved.

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

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

Q12. Which concept of financial management takes into consideration the growth, performance, investments and requirements of funds for a given period?

- (a) Capital Budgeting decision
 (b) Capital structure
 (c) Trading on equity
 (d) Financial planning

Q13. Significance of principles of management Includes:

- A. Scientific decisions
- B. Meeting Changing environment requirements
- C. Fulfilling Social responsibility
- D. Rigidity
- E. Specific Guidelines

Choose the correct answer from the options given below:

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

Q14. Capital Budgeting Decisions are related with:

- (a) Long term Investment
- (b) Short term investment
- (c) Preparing budget of Capital
- (d) Working Capital

Q15. A strict credit policy by the supplier necessitates the firm to maintain _____ working capital to make purchases.

- (a) More
- (b) Less
- (c) Constant
- (d) No relation between the two.

Q16. A manager should replace 'I' with 'We' in all his conversations with workers to foster team Spirit.

Which of the following principle of Management is highlighted in the above line?

- (a) Initiative
- (b) Scalar Chain
- (c) Equity
- (d) Esprit De Corps

Q17. A selection test which measures potential for learning new skills, is termed as:

- (a) Personality Test
- (b) Trade Test
- (c) Aptitude Test
- (d) Interest Test

Q18. The sales volume at which there is no profit no loss is known as _____

- (a) Budgetary Control
- (b) Breakeven Point
- (c) Statistical Reports
- (d) Responsibility Accounting

Q19. Top level of Management includes:

- A. President
- B. Production Manager
- C. Supervisors
- D. Vice President
- E. Chief Finance officer

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

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

(d) A, B, D and E only

Q20. Match **List-I** with **List-II**:

List-I		List-II	
(A)	Psychological barrier	(I)	Fear of challenge to authority
(B)	Organisational barrier	(II)	Distrust
(C)	Semantic barrier	(III)	Status
(D)	Personal barrier	(IV)	Technical Jargon

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

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

Q21. Span of Management helps in determining _____

- (a) Delegation of authority
- (b) Decentralisation of authority
- (c) Levels of management
- (d) Functional structure

Q22. Arrange the Motivation process in sequence.

- A. Tension
- B. Satisfied Need
- C. Search Behaviour
- D. Drives
- E. Unsatisfied Need

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

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

Q23. Identify' the full form of IPO

- (a) Initial Public Order
- (b) Initial Public Offer
- (c) Indian Public Order
- (d) Indian Public Offer

Q24. Match **List-I** with **List-II**:

List-I		List-II	
(A)	Internal Source of recruitment	(I)	Training
(B)	Unsolicited applicants for a post	(II)	Development
(C)	Process of learning and growth	(III)	Transfers
(D)	Job oriented process	(IV)	Casual Callers

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

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

Q25. "A good control system ensures that employees know well in advance what they are expected to do". Identify the importance of controlling highlighted by the statement.

- (a) Ensuring order and discipline
 (b) Making efficient use of resources
 (c) Improving employee motivation
 (d) Judging accuracy of standards

Q26. Match **List-I** with **List-II**:

List-I		List-II	
(A)	Discipline	(I)	Formal line of authority from highest to lowest rank
(B)	Centralisation	(II)	Obedience to organisational rules
(C)	Scalar Chain	(III)	Team spirit of unity and Harmony
(D)	Esprit De Corps	(IV)	Concentration of decision-making authority.

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

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

Q27. Match **List-I** with **List-II**:

List-I		List-II	
(A)	Treasury Bill	(I)	Mobilise large amounts of money
(B)	Commercial Paper	(II)	Used for Inter-bank transactions
(C)	Call Money	(III)	Short term unsecured promissory note
(D)	Certificate of Deposit	(IV)	Zero coupon Bonds

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

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

Q28. Which organisational structure places less emphasis on overall enterprise objectives than the objectives pursued by a functional head?

- (a) Divisional structure
 (b) Formal structure

- (c) Informal structure
 (d) Functional structure

Q29. Identify the process by the aptitudes, skills and abilities of employees to perform specific jobs are increased.

- (a) Training
 (b) Education
 (c) Development
 (d) Staffing

Q30. At the time of communication process, identify the term that indicate that the receiver has received and understood message of sender.

- (a) Media
 (b) Decoding
 (c) Message
 (d) Feedback

Q31. Identify out of the following that is not a technique of scientific management

- (a) Differential Piece wage system
 (b) Functional foremanship
 (c) Standardisation and Simplification
 (d) Remuneration of Employees

Q32. Arrange the steps of Organising process in sequence.

- A. Division of Work
 B. Departmentalisation
 C. Identification of Work
 D. Establishing reporting relationships
 E. Assignment of Duties

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

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

Q33. Identify that tool of Communication which is in non-paid form out of the following

- (a) Advertising
 (b) Publicity
 (c) Event Management
 (d) Personal Selling

Q34. Identify which of the following is not the function of Marketing.

- (a) Branding
 (b) Warehousing
 (c) Pricing
 (d) Tendering

Q35. Arrange the following in appropriate sequencing.

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

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

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

- Q36.** Choose correct sequence of first five steps of screen-based trading for buying and selling of securities:
- A. Approach a registered broker
 - B. Open a Demat Account
 - C. Execution of order electronically at the price mentioned
 - D. Matching of the share and best price available by broker
 - E. Place an order with broker to buy or sell shares.

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

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

- Q37.** Modern techniques of controlling include-
- A. Return on Investment
 - B. Management Audit
 - C. Statistical reports
 - D. Management information system
 - E. Breakeven analysis

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

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

- Q38.** Select the General forces of business environment out of the followings.
- A. Social
 - B. Competitors
 - C. Technological
 - D. Suppliers
 - E. Customers

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

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

- Q39.** Which technique of Taylor aims at bringing specialisation at shop floor level.
- (a) Differential piece wage system
 - (b) Functional foremanship
 - (c) Standardisation and Simplification of work
 - (d) Method study

- Q40.** Identify the correct sequence of first five main points of business plan:
- A. Executive Summary
 - B. Business/ Industry background

- C. Product /Service to be offered
- D. Market Analysis
- E. Sales and marketing strategy

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

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

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

The Consumer Protection Act 2019 Provides for setting up of the three-tier enforcement machinery at the District, State and the National levels. They are referred to as the 'District Form', 'State Commission' and the National Commission'. There are various reliefs available to a consumer under the Act. The appropriate Consumer Court may pass an order for removal of defect in goods, replace a defective product, refund the price of the product, pay compensation for the loss suffered, etc.

- Q41.** As per Consumer Protection Act, 2019 which of the following agency has a jurisdiction to entertain complaints where value of goods or services paid as consideration does not exceed one crore rupees?

- (a) State Commission
- (b) District Commission
- (c) National Commission
- (d) Supreme Court

- Q42.** If any of the parties is not satisfied by the order of District Commission can appeal against such order to the _____.

- (a) National Commission
- (b) State Commission
- (c) High Court
- (d) Supreme Court

- Q43.** State Commission has a jurisdiction to entertain complaints where value of goods and services paid as consideration _____

- (a) Up to one crore rupees
- (b) Exceeds one crore but does not exceed ten crore rupees
- (c) Exceeds Ten crore of rupees
- (d) Up to 50 lakh rupees

- Q44.** If any of the Parties is not satisfied by the order of National Commission can appeal against such order to the _____.

- (a) District Commission
- (b) State Commission
- (c) High Court
- (d) Supreme Court

- Q45.** If any of the Parties is not satisfied by the order of State Commission can appeal against such order to the National Commission within a Period of _____.

- (a) 30 days
- (b) 45 days
- (c) 60 days
- (d) 90 days

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

Star Ltd has recently entered the segment of manufacturing Electronic vehicles (EV) in India. It has set up a target volume of sales as 20% of total EV market. It has formulated a comprehensive plan taking into consideration the increasing levels of environment pollution and the new legal policies related to it. The company has set up broad parameters within which a manager may function.

Apart from this, the company has prepared detailed statements about the EV project which outlines the other types of plans along with the human and physical resources required. The Finance Manager of the company has also prepared a plan which quantifies future facts and figure.

- Q46.** "It has set up a target volume of sales as 20% of total EV market". Identify the type of plan highlighted from this statement:
- (a) Policy
 - (b) Rule
 - (c) Programme
 - (d) Objective
- Q47.** "It has formulated a comprehensive plan taking into consideration the increasing levels of environmental

pollution" and the new legal policies related to it. Identify the type of plan reflected from above:

- (a) Strategy
- (b) Programme
- (c) Budget
- (d) Method

Q48. _____ refers to the broad parameters within which a manager may function.

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

Q49. _____ is the type of plan discussed in the following statement.

"Apart from this, the company has prepared detailed statements about the EV project which outlines the other types of planes along with the human and physical resources required"

- (a) Policy
- (b) Objective
- (c) Procedure
- (d) Programme

Q50. _____ referred to as a plan which quantifies future facts and figures

- (a) Method
- (b) Procedure
- (c) Budget
- (d) Rule