

CUET UG 2023 Business Studies Question Paper PDF (Jun 12, 2023) (Shift 3)

Q1. Identify the formula for computing break-even point:

- (a) $BEP = \frac{FC \text{ (Fixed Cost)}}{\text{Selling Price} - \text{Variable Cost per Unit}}$
 (b) $BEP = \frac{SP}{FC - VC}$
 (c) $BEP = \frac{FC - SP}{FC - VC}$
 (d) $BEP = \frac{FC - VC}{SP}$

Q2. Which of the following is NOT a regulatory function of SEBI?

- (a) Registration of Brokers and sub-brokers.
 (b) Registration of collective investment scheme of mutual funds.
 (c) Levying fee or other charges for carrying out the purpose of the Act.
 (d) Training of intermediaries of securities market.

Q3. Which of the following statement is incorrect?

- (a) Discipline is the obedience to organisational rules and employment agreement
 (b) Authority is the right to give orders and obtain obedience.
 (c) Division of work is dividing the work into small tasks and assigning them to trained specialist
 (d) Large organisations need more centralisation.

Q4. Which of the following statement is TRUE:

- (a) Rates of Saving & Investment is a component of Economic Environment.
 (b) Administrative orders issued by Government authorities is a part of Social Environment.
 (c) Internal threats to the country is a part of legal Environment.
 (d) Use of artificial intelligence by business is a part of Economic Environment.

Q5. A marketing manager has been delegated powers of Director (marketing) for one month as the Director (marketing) had to go abroad on a Business Trip. As a result of this, one year later when he was Promoted as Director (marketing) on retirement of previous incumbent, he was able to perform better. Which point regarding importance of delegation does this example illustrate?

- (a) Effective Management
 (b) Motivation of Employee
 (c) Facilitation of Growth
 (d) Employee Development

Q6. _____ test is a measure of individuals potential for learning new skills.

- (a) Personality test

- (b) Aptitude test
 (c) Intelligence test
 (d) Trade test

Q7. Identify the source that is used to finance current assets in addition to current liabilities.

- (a) Share Capital
 (b) Short term Sources
 (c) Long term Sources
 (d) Bank Overdraft

Q8. Match List-I with List-II:

List-I		List-II	
(A)	Financial Market	(I)	Platform for buying and selling of existing securities
(B)	Money Market	(II)	Long term funds
(C)	Capital Market	(III)	Short term funds
(D)	Stock Exchanges	(IV)	Creation and exchange of financial Assets

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

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

Q9. Find out the factors affecting the choice of capital structure from the given list.

- A. Interest coverage ratio
 B. Debt service coverage Ratio
 C. Amount of Earnings
 D. Shareholder's Preference
 E. Flexibility

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

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

Q10. Which of the following statements related to marketing philosophies are correct?

- A. Starting point of product concept is 'Market'.
 B. Main focus of selling concept is 'existing product'.
 C. End of product concept is 'profit through product quality'.

- D. Starting point of selling concept is 'factory'.
E. End of product concept is 'profit through customer satisfaction'.

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

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

Q11. Which of the following is NOT management in the real sense:

- (a) A Finance Manager working to attain profit with the help of his subordinates.
(b) Captain of the Football team discussing strategies to win the match with his team.
(c) A manager of a Restaurant discussing the days menu with his staff
(d) A street hawker selling his goods alone in the market

Q12. The Government of India made an announcement to demonetise ₹500 and ₹1,000 on:

- (a) November 18, 2016
(b) November 8, 2016
(c) November 16, 2016
(d) November 6, 2016

Q13. Which of the following is not a factor determining choice of channels of distribution.

- (a) Company characteristics
(b) Channel selected by competitors
(c) Advertising of the product
(d) Size of market & geographical concentration of potential buyers

Q14. Which of the following statement is correct?

- (a) Licensing was made compulsory in most of industries by the Government in 1991.
(b) Restrictions were imposed on movements of goods and services by the Government in 1991.
(c) Taxes were imposed and the complicated system of Export-Import trade was established by the Government in 1991.
(d) Freedom was given to traders in fixing prices of goods and services.

Q15. Which of the following statement is incorrect regarding Modern Techniques of controlling?

- (a) Return on investment is measuring whether invested capital has been used effectively for generating returns.
(b) Ratio analysis refers to analysing financial statements.
(c) PERT and CPM are used to do costing.
(d) Management Audit is a systematic appraisal of the overall performance of the management.

Q16. According to functional Foremanship "gang boss" is responsible for

- (a) Timely completion of job.
(b) Drafting instructions for the workers.
(c) Keeping machines and tools ready.
(d) Ensuring discipline in the organisation

Q17. Match **List-I** with **List-II**:

List-I		List-II	
(A)	Depository Participant	(I)	Depository
(B)	SEBI	(II)	Sensex
(C)	NSDL & CDSL	(III)	Agent, broker, bank
(D)	Bombay Stock Exchange (BSE)	(IV)	Protection from frauds and Malpractices

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

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

Q18. Arrange the steps of organising in correct sequence.

- A. Departmentalisation
B. Establishing reporting relationship
C. Identification and division of work
D Assignment of Duties

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

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

Q19. The prevalent use of UPI (unified payment Interface) represents which dimension of Business environment?

- (a) Political
(b) Technological
(c) Legal
(d) Social

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

List-I		List-II	
(A)	Effectiveness	(I)	Achieving target at minimum cost
(B)	Efficiency	(II)	Essence of Management
(C)	Operational Management	(III)	Achieving Target within time limit
(D)	Co-ordination	(IV)	Supervisor

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

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

Q21. Miss Kokilasan is planning to take her business of home-made chocolates to a higher level. Kindly help her to identify the process of planning by selecting right sequence of options given below:

- A. Follow-up action.
- B. Identifying alternatives and evaluating each of them.
- C. Implementing the plan.
- D. Setting objectives and developing premises.
- E. Selecting an alternative

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

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

Q22. What is the meaning of 'Esprit De Corps'?

- (a) It means enmity among group members.
- (b) It is known as disharmony in the organisation.
- (c) It is unity and harmony among employees.
- (d) Frequent disagreement and conflict in the organisation.

Q23. Arrange the following functions of Management in a logical order.

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

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

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

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

List-I		List-II	
(A)	Difficulty in setting quantitative standards	(I)	CCTV watch
(B)	Little control on external Factors	(II)	Employee morale, job satisfaction and human behaviour

(C)	Resistance from Employees	(III)	Involves lot of expenditure, time and efforts
(D)	Costly Affair	(IV)	Government Policies, Technological changes, Competition

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

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

Q25. A company has planned a trip of employees to Mumbai to develop a sense of belongingness and motivate them for better performance. Which type of organisation is being promoted by the management?

- (a) Formal organisation
- (b) Informal organisation
- (c) Decentralisation
- (d) Divisional organisation

Q26. _____ lays a very important role in an organisation as they interact with the actual workforce.

- (a) Top level Management
- (b) Vice President
- (c) Middle level Management
- (d) Supervisory or operational Management

Q27. Mr. Ramesh wants to set up a business of cold drinks, but he is confused as to how to plan out the things. Being his/her good friend, you are supposed to help him to put the following steps of the process of setting up a business in correct sequence:

- A. Appraisal by funding agencies
- B. Project commissioning and launch
- C. Scanning the environment
- D. Development of idea
- E. Assessment of feasibility of the idea and preparation of a business plan

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

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

Q28. The commonly used external sources of recruitment are:

- A. Casual callers
- B. Transfer
- C. Promotions
- D. Direct recruitment
- E. Campus recruitment

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

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

Q29. Select which of the following is an "Off the job method of training"

- (a) Job rotation
- (b) Vestibule training
- (c) Coaching
- (d) Apprenticeship training

Q30. "It provides the broad contours of an organisation's business"

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

Q31. Which is not the feature of planning

- (a) Planning is pervasive.
- (b) Planning is continuous process
- (c) Planning is not futuristic.
- (d) Planning involves decision making.

Q32. Arrange the following into correct sequence regarding selection process

- A. Medical Examination
- B. Employment Interview
- C. Selection Test
- D. Selection Decision
- E. Job Offer

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

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

Q33. Match **List-I** with **List-II**:

List-I		List-II	
(A)	Primary Market	(I)	Stock Exchange
(B)	Secondary Market	(II)	Treasury Bill
(C)	Maturity Period of 15 days to one year	(III)	New Issue Market
(D)	Available for minimum amount of ₹25000	(IV)	Commercial paper

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

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

Q34. Which of the following statement is FALSE?

- (a) Lower Fixed capital is required for Technological upgradation.
- (b) With Diversification fixed capital requirement increases.
- (c) A capital-intensive organisation requires more fixed capital
- (d) A large scale of operations in manufacturing requires more fixed capital.

Q35. Which statement is not false in respect of Divisional structure?

- (a) It is most suitable for large organisations
- (b) It is most suitable for diversified activities
- (c) It is most suitable for product specialisation
- (d) It is most suitable for high degree of operational specialisation.

Q36. Which of the following is **NOT** entrepreneurial competency:

- (a) Problem Solving
- (b) Meekness
- (c) Persistence
- (d) Initiative

Q37. Which is a merit of personal selling:

- (a) Mass reach
- (b) Expressiveness
- (c) Minimum wastage of efforts
- (d) Economical

Q38. Which of the following is incorrect about 'Budget'?

- (a) It can be expressed in numerical terms.
- (b) Makes it easy to compare actual figures with expected figures.
- (c) It is not helpful in taking care of deviations.
- (d) It involves forecasting.

Q39. Identify the limitation of Advertising out of the following:

- (a) Mass Reach
- (b) Economy
- (c) Expressiveness
- (d) Inflexibility

Q40. Which of the following statement is **incorrect**?

- (a) In Motion study unnecessary movements are sought to be eliminated so that it takes less time to complete the job efficiently
- (b) The objective of Time study is to determine the number of workers to be employed.
- (c) The objective of Method study is to find variety of ways of doing one job to bring out creativity in work.
- (d) Fatigue study seeks to determine the amount and frequency of rest in completing a task.

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

Mr. Thaapar is the General Manager of a company named XYZ Ltd. for 12 years. He manages 150 employees with his effective leadership, motivation and communication. He encourages his sub-ordinates in decision-making and respects everyone's ideas and opinions. Once, passing by the production department, Mr. Thaapar overheard Mr. Rohan, foreman of production department, was discussing about his financial condition on phone with his friend. Mr. Thaapar decided to give him the necessary help in near future in the upcoming appraisal in the form of increased incentive bonus. He also observed that Ms. Heena, Sr, Executive, is very much excited whenever she is given challenging work. Mr. Thaapar decided to reward her in the best possible way and hence he sent her an email stating about her promotion to a higher level which gave her more autonomy and power.

- Q41.** How did Mr. Thaapar came to know about the financial issues being faced by Mr. Rohan?
- Formal Communication
 - Informal Communication
 - Email
 - Face to Face Communication
- Q42.** What type of leader Mr. Thaapar is?
- Autocratic Leader
 - Democratic Leader
 - Laissez faire leader
 - Authoritarian Leader
- Q43.** Mr. Thaapar decides to help Mr. Rohan in which form of Incentive?
- Job Security
 - Non-Financial
 - Financial
 - Job enrichment
- Q44.** Mr. Thaapar used _____ communication method to inform Ms. Heena
- Informal
 - Grapevine
 - Formal
 - Horizontal
- Q45.** 'Ms. Heena, Sr. Executive, is very much excited whenever she is given challenging work.' Identify the incentive highlighted in the above sentence.
- Transfer
 - Co-partnership
 - Job Enrichment
 - Employee Participation

Direction for the question 45 to 50: **Read the following and answer question.**

Atharv gifted a gold bangle worth ₹70,000 to his sister at her marriage. After sometime the bangle lost its shine and the mix of copper within can be seen. His sister asked him if he had checked the quality mark while purchasing it, which had not. But he definitely took the bill of his purchase. When he complained about it to the jeweller, he did not take any connective measure, rather said that it was not bought from his shop. Atharv decided to file a complaint in the consumer court.

- Q46.** Which responsibility was not fulfilled by Atharv in the above passage?
- Be aware about various goods and services available in the market so that an intelligent and wise can be made.
 - Buy only standardised goods as they provide quality assurance.
 - Read labels carefully.
 - Be honest in your dealings.
- Q47.** The responsibility which Atharv was able to fulfil was _____
- Buy only standardised goods
 - Read labels carefully
 - Assert yourself to ensure that you get a fair deal
 - Ask for a cash memo on purchase
- Q48.** The quality mark that Atharv should have checked is _____
- ISI Mark
 - Hallmark
 - ECO-Mark
 - FPO Mark
- Q49.** The right of Atharv that was violated is _____
- Right to be heard
 - Right to seek redressal
 - Right to safety
 - Right to be assured
- Q50.** Atharv can file a complaint:
- Supreme Court
 - National Commission
 - District Forum
 - State Commission