

CUET UG 2023 Business Studies Question Paper PDF (Jun 16, 2023) (Shift 3)

Q1. Match List-I with List-II:

List-I		List-II	
(A)	Recruitment	(I)	The process of searching for prospective candidates
(B)	Selection	(II)	Providing specific skills to employees
(C)	Training	(III)	Occupying the post and introducing the selected employee to other employees
(D)	Placement and Orientation	(IV)	Choosing the suitable candidate among the pool of prospective candidates

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

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

Q2. Match List-I with List-II:

List-I (Formula)		List-II (Ratio)	
(A)	$\frac{\text{Earning before Interest and tax}}{\text{Interest}}$	(I)	Earnings per Share
(B)	$\frac{\text{Profit after Tax and Interest}}{\text{Number of Equity Shares}}$	(II)	Return on Investment Ratio
(C)	$\frac{\text{Profit after tax} + \text{Depreciation} + \text{Interest} - \text{Non cash Expenses}}{\text{Preference Dividend} + \text{Interest} + \text{Repayment Obligation}}$	(III)	Interest Coverage Ratio
(D)	$\frac{\text{Net Profit before Interest and Tax}}{\text{Capital Employed}}$	(IV)	Debt Services Coverage Ratio

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

Q3. Rohan had given an interview in Subh Ltd. and was selected as the HR manager. On the first day of his job, he met Mr. Rakesh. Mr. Rakesh gave Rohan a tour of the office and introduced him to his superiors,

subordinates and colleagues. Identify the step of staffing process conducted by Mr. Rakesh.

- (a) Selection
 (b) Recruitment
 (c) Placement and Orientation
 (d) Compensation

Q4. Sarika after completing her graduation degree in management, opens a start-up venture for offering mobile pet care services to pet owners. These services will be provided at the door step along with attractive incentives for the customers. She decided to charge ₹1000 for heated hydrobath and blow dry for ₹500. Identify the element of marketing management not highlighted above.

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

Q5. From the following statements, identify the limitations of controlling.

- A. Ensuring order and discipline
 B. More cost is involved
 C. Organisational goals can be acquired
 D. No control on external factors
 E. Improves employee motivation

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

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

Q6. Match List-I with List-II:

List-I (Non-financial incentive)		List-II (Meaning)	
(A)	Organisational climate	(I)	Ranking of position in the organisation
(B)	Status	(II)	Individual autonomy reward orientation are the characteristics of an organisation
(C)	Employee Empowerment	(III)	Giving more power and

			autonomy to subordinate
(D)	Job Enrichment	(IV)	Greater variety of work content, require higher level of knowledge and skill

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

Q7. Ashwin wants to promote his product i.e., a bicycle and wants to reach a large number of people over a vast geographical area. Suggest a promotional method, he should adopt:

- (a) Sales Promotion
 (b) Public Promotion
 (c) Personal Selling
 (d) Advertising

Q8. Mr. Armaan is appointed as quality control manager in a factory. The list of steps to monitor the performance is shared with him. Mr. Armaan is asked to put the following steps in correct order.

- A. Employees must be trained to meet the target.
 B. Comparing the criteria set with the report of the personal observation.
 C. Setting the criteria against which actual performance would be measured.
 D. Keeping in mind the key result area, the deviation which go beyond the permissible limit is to brought to notice.
 E. Personally observe the work done by workers.

Choose the correct answer from the options given below:

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

Q9. The decrease in interest rates of home loans increase spending of consumers for buying residential property. Identify the dimension of business environment.

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

Q10. Rajat is a successful entrepreneur. He wants that his daughter Ananya should go to a formal educational Institution so that she can acquire, learn and develop the skill, knowledge and competency of becoming a successful entrepreneur as business is not so easy and

simple. Identify characteristic of entrepreneurship discussed in the above para.

- (a) Risk taking
 (b) Innovation
 (c) Systematic Activity
 (d) Organisation of production

Q11. "The process of organising allows a business enterprise to accommodate changes in the business environment. "Identify the importance of organising from the above statement.

- (a) Effective Administration
 (b) Adaptation to Change
 (c) Optimum utilization of Resources
 (d) Expansion and Growth

Q12. Rakesh is working as finance manager in Ajanta Limited. He interprets and communicates the policies framed by the Board of Directors to his personnel. Identify the level of management at which Rakesh is working?

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

Q13. These are the routine steps on how to carry out activities. It provides the exact manner in which any work is to be performed. Identify the type of plan explained above.

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

Q14. Maruti Udyog became the leader in the small car market because it was the first to recognise the need for small cars in an environment of rising petroleum prices and large middle-class population in India. Identify the importance of Business environment in the given case study.

- (a) Tapping useful resources
 (b) Coping with rapid changes
 (c) Identify opportunities and getting first mover advantage
 (d) Assisting in planning and policy formulation

Q15. Which step of planning process involves other managerial functions as well and leads to 'doing what is required'?

- (a) Selecting an alternative
 (b) Implementing the plan
 (c) Follow up action
 (d) Developing planning premises

Q16. Match List-I with List-II:

List-I Meaning	List-II Terms of branding
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(A)	It is that part of brand which can be spoken	(I)	Brand Mark
(B)	It is that part of brand which can be recognised but which is not utterable	(II)	Brand
(C)	It is that part of brand that is given legal protection	(III)	Brand Name
(D)	It is name, term sign symbol etc. used to identify the products	(IV)	Trade Mark

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

Q17. Arrange the following steps of selection process in correct sequence:

- A. Selection Tests
 B. Preliminary Screening
 C. Employment Interview
 D. Selection Decision
 E. Reference and Background Checks

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

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

Q18. Identify the characteristic of management according to which management includes management of work, management of people and management of operations.

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

Q19. Cost of production increased because of sudden increase in transportation cost, which resulted in lesser profits.

Which limitation of planning is highlighted in the aforesaid statement?

- (a) Planning may not work in a dynamic environment
 (b) Planning involves huge costs
 (c) Planning reduces creativity
 (d) Planning is a time-consuming process

Q20. Name the method of external recruitment in which business organisations keep a database of unsolicited applicants, make a list of job seekers and fill the vacancies as and when they arise.

- (a) Casual callers
 (b) Direct Recruitment
 (c) Employment Exchange
 (d) Advertisement

Q21. It is the process of converting the message into communication symbols such as words, pictures, gestures etc. by the sender. Identify the process.

- (a) Decoding
 (b) Encoding
 (c) Translation
 (d) Dtamng

Q22. Rakesh is working in a blue pottery industry. His job is to paint the pots. He daily paints 30 pots out of which two or three get spoilt due to mishandling of the pots. His foreman, Mr. Mohan knows about the damages made by Rakesh, but does not tell him anything. One day Mohan scolds Rakesh as he had spoilt 5 pots out of 30. Identify the method of analysing deviations used by Mohan.

- (a) Critical point Control
 (b) Unity of Command
 (c) Harmony of Objectives
 (d) Management by Exception

Q23. The new market conditions require people with higher competence and greater commitment. Identify the impact of government policy changes in business and industry.

- (a) Necessity for change
 (b) More demanding customers
 (c) Need for developing human resources
 (d) Increasing competition

Q24. Identify the correct sequence of steps involved in the screen-based trading for buying and selling of securities on stock exchange.

- A. Open a beneficial owner account with the depository participant.
 B. The trade has been executed within 24 hours and a contract note is issued
 C. A registered broker is approached
 D. Place an order with the broker
 E. The settlement cycle is on T+2 day on rolling settlement basis.

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

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

Q25. Phoenix Ltd. distributes 10% of their profits among their employees as incentives every year. Identify the type of plan reflected above.

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

(d) Programme

Q26. Delegation of authority establishes superior-subordinate relationship. It shows the degree and flow of authority in an organisation. Identify the importance of delegation shown here.

- (a) Effective management
- (b) Motivation of employees
- (c) Basis of management hierarchy
- (d) Better coordination

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

List-I		List-II	
(A)	Pay in day	(I)	When the shares are bought or sold, it is communicated to broker terminal and order is executed electronically
(B)	Contract note	(II)	The day when exchange will deliver the share or make payment to other broker
(C)	Pay out day	(III)	The day when the broker shall make payment or delivery of share to exchange
(D)	Trade confirmation slip	(IV)	The document containing details of shares bought/sold, price of share, date and time of deal

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

Q28. Mr. X is designing a blueprint of funds for an organisations future operation to ensure that enough funds are available at right time. Identify the concept being highlighted above:

- (a) Investment decision
- (b) Financial risk
- (c) Financial planning
- (d) Dividend decision

Q29. Rajat is running a catering business. He provides catering services for marriages. He was informed by a priest of the temple that for the next 45 days there are no marriages as the dates are not auspicious for marriage. But after that, for 10 days there will be many marriages due to a good Omen. Hearing this, Rajat started collecting raw material such as rice, sugar, flour, spices etc., as the price of these resources are low due to low demand at present. Identify the importance of business environment given in the above Para.

- (a) Helps in coping with rapid changes

- (b) Helps to identify threats and early warning signals
- (c) Helps in tapping useful resources
- (d) Helps in improving performance

Q30. It refers to a position when a company is unable to meet its fixed financial charges namely interest payment, preference dividend and repayment obligation. It is known as:

- (a) Business Risk
- (b) Financial Risk
- (c) Operating Risk
- (d) Systematic Risk

Q31. Which of the following statements are not correct in context of management as a profession.

- A. Management is a systematic body of knowledge.
- B. Entry for designation or appointment as a manager is restricted through Educational degree.
- C. The purpose of management is to help the organisation to achieve its stated goals.
- D. Managers are not bound to follow ethical code of conduct laid by professional associations.
- E. There is compulsion for managers to have professional association with All India Management Association (AIMA)

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

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

Q32. 'It arises from a superior-subordinate relationship wherein the subordinate is bound to perform the duty assigned to him by his superior.' Identify the element of delegation highlighted in the above lines.

- (a) Authority
- (b) Responsibility
- (c) Accountability
- (d) Span of Management

Q33. Identify the process that synchronises all the functions of management together so that organisational goals are achieved.

- (a) Cooperation
- (b) Coordination
- (c) Organising
- (d) Staffing

Q34. The business related with a number of forces including suppliers, shareholders etc. Similarly, consumer activist group need to be satisfied because they can impose restriction on sales of the firm's product directly by urging customers to refrain from buying than or through the imposition of laws. Now-a-days a separate department is shouldered the responsibility discussed in the above statement. Name the department from the following:

- (a) Marketing Department
- (b) Public Relation Department
- (c) Sales Department

(d) Human Resource Department

Q35. It is short term negotiable instrument issued by Reserve Bank of India on behalf of Government maturing in less than one year. Identify the money market instrument mentioned above?

- (a) Treasury Bill
- (b) Commercial paper
- (c) Certificate of Deposit
- (d) Commercial bill

Q36. Cash flow position of a concern affects the following concepts of financial management.

- A. Capital Budgeting Decision
- B. Capital Structure
- C. Fixed Capital Requirement
- D. Financing Decision
- E. Dividend Decision

Choose the correct answer from the options given below:

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

Q37. The jobs in Akshay Cement Manufacturing unit were allocated to the members of each department in accordance to their skills and competencies. Identify the step in organising process.

- (a) Departmentalisation
- (b) Assignment of duties
- (c) Establishing reporting relationships
- (d) Identification and division of work

Q38. "Calling for information by undertaking inspection, conducting enquiries and audits of stock exchange and intermediaries. "Which function of SEBI is highlighted by this statement.

- (a) Development Function
- (b) Protective Function
- (c) Regulatory Function
- (d) Supervisory Function

Q39. Motivation process is based on human needs, which begins an unsatisfied need, followed by:

- A. Drives
- B. Search behaviour
- C. Satisfied need
- D. Tension
- E. Reduction of tension

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

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

Q40. Kapil got promoted from the position of Assistant Manager to Senior Manager. He got new cabin, resented parking for his car and a personal assistant

according to his new designation. These perks will satisfy his which needs:

- (a) Safety Needs
- (b) Social Needs
- (c) Esteem Needs
- (d) Self Actualisation Needs

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

Ms. C bought an electric Iron from the market and paid money through cash from vendor, Mr. X. But she forgets to collect the bill for the deal as written evidence. The Iron was ISI certified product. Once, she was using the Iron, she realised that it is not working properly. Then she immediately contacted the Vendor Mr. X and asked him to remove the defect in the product or replace it with a new one. The vendor did not listen to her and refused to accept that this product is sold by him to her.

She discussed the matter with her father and advised her to seek legal help in this case and finally she decided to file a case against the vendor in the consumer court. But while filing the case she got stuck in between due to non-availability of material evidences to produce before the court such as cash memo or bill of the transaction.

Q41. Identify the right of the consumer which must be exercised in the current situation of buying the electrical goods.

- (a) Right to be Informed
- (b) Right to Choose
- (c) Right to Safety
- (d) Right to be Heard

Q42. Identify the responsibility of the consumer ignored in the given case.

- (a) Ready to lodge complaint
- (b) Must obtain Cash Memo
- (c) Buy only standardised product
- (d) Be honest in dealing

Q43. If Ms. C gets a chance to lodge a Complaint in Court so which is right place to file a case first for getting the relief?

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

Q44. Under which Act Ms. C can seek to protect the rights as a consumer.

- (a) Consumer Protection Act, 2019
- (b) Consumer Protection Act, 1968
- (c) The Indian Trade Act, 1999
- (d) The Competition Act, 2002

Q45. Which consumer right was violated by the vendor when he refused to listen to Ms. C and accept the faulty iron?

- (a) Right to information
- (b) Right to seek redressal
- (c) Right to choose
- (d) Right to be heard

Direction for the question 46 to 50: Read the following case study and answer the question.

Param and Rajat run a burger store in Gangtok. While visiting their store Swati observed the following points.

- The worker did not need to move much while serving a customer as the trays were placed on his right-hand upper shelf. Tissues were on right side of lower shelf and spoons on left side upper shelf. The straws and cups were placed in a rack next to the vending machine. The burgers were just behind him.
- During her 3 days stay she visited the store daily and saw the staff doing different jobs. A worker who was handling the cash was cleaning the floor on the next day and was cleaning the tables on the third day.
- Everyone was dressed up in similar uniform, black shoes, cap, socks, black trousers, orange T-shirts etc. They carried their name badge also.
- She also overheard the staff discussing about new worker, who was not upto the mark and how they supported him by explaining the way thing had to done so that his performance could improve.
- While looking around the store she saw a soft board on Which a person's picture was put up as 'employee of the month'. She began to smile as the name on the soft board was similar to hers.

Q46. Which principle of Management is neglected when the worker was working at three different places on all three days:
(a) Equity
(b) Order
(c) Scalar Chain
(d) Stability of personnel

Q47. The workers were all wearing black cap, shoes, trousers and orange T-shirts. The uniform was all similar. Identify the principle of management followed here.

- (a) Order
- (b) Discipline
- (c) Unity of Command
- (d) Unity of Direction

Q48. In the burger store the worker did not need to move much. Which principle of management was fulfilled by the owner of the burger store?

- (a) Order
- (b) Stability of personnel
- (c) Equity
- (d) Initiative

Q49. Workers in the burger store were helping out the new employee. This gives rise to a spirit of mutual trust and belongingness among the teams. Identify the principle followed in the burger store.

- (a) Equity
- (b) Initiative
- (c) Esprit-De-Corps
- (d) Remuneration of Employee

Q50. How will the picture with the name of the employee as "Employee of the Month" impact an employee?

- (a) It would show employee participation
- (b) It creates a sense of job security in the employee
- (c) It makes the employee feel motivated to perform their work with better efficiency
- (d) It is a source of job enrichment