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CUET UG

Previous Year Question Paper

2022

Section II

Business Studies



Section Name:BUSINESS STUDIES

Question:

Which of the following is **NOT** true about 'management as a science'?

- | | |
|---|---|
| A | Principles of management are universally applicable without any modification. |
| B | Principles of management have been developed on the basis of experimentation and observation of managers. |
| C | Principles of management have been developed on the basis of experimentation and observation of managers. |
| D | Management has a systematized body of knowledge. |

Section Name:BUSINESS STUDIES

Question:

Through the efforts of the people working at this level, quality of output is maintained and wastage of material is minimized.

Identify the level of management.

- | | |
|---|--------------------|
| A | Middle level |
| B | Supervisory level |
| C | Top level |
| D | Administrative lev |



Section Name: BUSINESS STUDIES

Question:

Match the items of List I with the correct items of List II

List I	List II
A. Removal of restrictions on the movement of goods and services	I. Legal Environment
B. The advertisement of alcoholic beverages is prohibited	II. Privatisation
C. Govt. adopted the policy of planned disinvestment	III. Globalisation
D. It involved an increased level of interaction among nations	IV. Liberalisation

Choose the correct answer from the options given below:

- | | |
|---|------------------------|
| A | A-I, B-III, C-II, D-IV |
| B | A-IV, B-I, C-II, D-III |
| C | A-IV, B-I, C-III, D-II |
| D | A-II, B-I, C-IV, D-III |



Section Name:BUSINESS STUDIES

Question:

Smita joined a gym by observing the health and fitness trend in the society. She became health conscious and started buying organic food. Which dimension of business environment is highlighted here?

- | | |
|---|---------------|
| A | Economic |
| B | Social |
| C | Technological |
| D | Political |

Section Name: BUSINESS STUDIES

Question:

Identify the correct sequence of steps involved in the Planning process.

- A. Identifying alternative
- B. Selecting an alternative
- C. Evaluating alternative
- D. Follow up action
- E. Implementing the plan

Choose the correct answer from the options given below:

- | | |
|---|---------------|
| A | A, B, C, D, E |
| B | A, B, C, E, D |
| C | A, C, E, B, D |
| D | A, C, B, E, D |

Section Name:BUSINESS STUDIES

Question:

Identify the steps of planning that would also involve organizing for labour and purchase of machinery.

- | | |
|---|--------------------------|
| A | Selecting an alternative |
| B | Developing premises |
| C | Implementing the plan |
| D | Setting objectives |

Question:

Employees of a leading Pharmacy company are instructed to follow the plans made by the top management. No one is allowed to act on their own. Identify the limitation of planning in the above mentioned line.

- | | |
|---|---|
| A | Planning leads to rigidity. |
| B | Planning reduces creativity. |
| C | Planning may not work in dynamic environment. |
| D | Planning does not guarantee success. |

Question:

Which of the following statements is true regarding organization structure?

- A. Span of management gives shape to the organization structure.
- B. Organization structure of a firm can not be shown in an organization chart.
- C. It does not allow coordination among human, financial and physical resources.
- D. It provides a framework within which managerial and operating tasks are performed.
- E. It specifies the relationship between people, work and resources.

Choose the correct answer from the options given below:

- | | |
|---|--------------|
| A | A, D, E only |
| B | B, C, D only |
| C | A, B, E only |
| D | C, D only |



Section Name:BUSINESS STUDIES

Question:

Which type of organizational structure is the most suitable for an organization which is large, has diversified activities and manufacturing one product?

A Functional

B Divisional

C Functional and Divisional

D Formal

Section Name:BUSINESS STUDIES

Question:

Workload analysis would enable an assessment of the :

- | | |
|---|---|
| A | Number and type of human resources available |
| B | Number and type of human resources required for the Job performance |
| C | Number of human resources available |
| D | Organization being overstaffed |



Section Name:BUSINESS STUDIES

Question:

Identify the type of external source which specializes in middle level and top level executive placement.

- | | |
|---|-----------------------|
| A | Employment exchange |
| B | Campus recruitment |
| C | Direct recruitment |
| D | Management Consultant |



Question:

Match the items of List I with the correct items of List II

I PAPER

List I	List II
A. Direct financial payments	I. Employer paid insurance and vacation
B. Indirect payments	II. Payment of salary and wages on daily, weekly or monthly basis
C. Direct time based payments	III. Payment of wages and salary according to piece work
D. Direct performance based payments	IV. Incentives, commission and bonus

Choose the correct answer from the options given below:

- | | |
|---|------------------------|
| A | A-IV, B-II, C-I, D-III |
| B | A-IV, B-I, C-II, D-III |
| C | A-I, B-II, C-III, D-IV |
| D | A-III, B-I, C-II, D-IV |

Question:

Once the job offer has been made to the candidate, company prepares an important document containing vital details about the candidate which is authenticated by him/her. This document serves as a valid record for the future reference.

Name the document which has been highlighted in the above para.

- | | |
|---|------------------------|
| A | Attestation form |
| B | Contract of employment |
| C | Job offer |
| D | Letter of appointment |



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Match the items of List I with the correct items of List II

List I : Definition	List II : Concepts
A. Process of exchange of ideas, facts, feelings between or among people to create common understanding	I. Motivation
B. Process of influencing the behavior of people by making them strive voluntarily towards achievement of organizational goals	II. Supervision
C. Process of stimulating people to action to accomplish desired goals	III. Communication
D. Process of guiding the efforts of employees to accomplish desired objectives	IV. Leadership

- | | |
|---|------------------------|
| A | A-III, B-I, C-II, D-IV |
| B | A-I, B-III, C-II, D-IV |
| C | A-III, B-IV, C-I, D-II |
| D | A-II, B-I, C-IV, D-III |

Section Name:BUSINESS STUDIES

Question:

Arpit was working in an IT firm for the last 5 years. His job was confirmed. He was medically insured by his firm and was promoted recently to the position of Senior Marketing Manager. Arpit was happy on one hand and had the feeling of self-fulfillment, but on the other hand, he did not have good cordial relations with his colleagues. Which need of Arpit remains unfulfilled?

- | | |
|---|-----------------------------------|
| A | Safety and security needs |
| B | Basic physiological needs |
| C | Esteem needs |
| D | Affiliation / belongingness needs |

Section Name:BUSINESS STUDIES

Question:

When employees are appreciated for the work performed by them, they feel motivated to perform at higher level. Which incentive is being referred to?

- | | |
|---|---------------------------------|
| A | Job security |
| B | Job enrichment |
| C | Employee participation |
| D | Employee recognition programmes |

Question:

Arrange the following in the correct sequence with respect to controlling process.

- A. Analyzing deviation
- B. Taking corrective action
- C. Setting standards
- D. Comparing actual performance with standards
- E. Measurement of actual performance

Choose the correct answer from the options given below:

- | | |
|---|---------------|
| A | A, D, B, E, C |
| B | A, B, C, D, E |
| C | C, E, D, A, B |
| D | D, C, E, B, A |

Section Name:BUSINESS STUDIES

Question:

Mr. Sumit Sharma is the Product manager of a Garment manufacturing company. He was asked by the Senior manager Mr. Ram to prepare performance report of the employee as the production was decreasing.

Which step of the controlling process, the senior manager Mr. Ram wanted Mr. Sumit to perform?

- | | |
|---|--|
| A | Comparison of actual performance with standard |
| B | Analyzing deviations |
| C | Measurement of actual performance |
| D | Taking corrective action |



Section Name:BUSINESS STUDIES

Question:

Controlling function of management is :

- | | |
|---|--|
| A | Only prescriptive |
| B | Only evaluative |
| C | Prescriptive and forward looking |
| D | Forward looking, backward looking and evaluative |

Section Name: BUSINESS STUDIES

Question:

Which of the following statements are true about controlling?

- A. Controlling is forward looking function
- B. Controlling improves future planning
- C. Controlling is a pre-requisite for planning
- D. Controlling is prescriptive
- E. Controlling is required only at lower level

Choose the correct answer from the options given below:

- | | |
|---|--------------|
| A | A and B only |
| B | A, C, E only |
| C | A, B, D only |
| D | D, E only |



Section Name:BUSINESS STUDIES

Question:

Ownership Capital is also known as:

- | | |
|---|----------|
| A | Debt |
| B | Equity |
| C | Loan |
| D | Mortgage |



Section Name:BUSINESS STUDIES

Question:

Current assets are those assets which get converted into cash within

A	6 year
B	3 year
C	01 year
D	2 year



Section Name:BUSINESS STUDIES

Question:

Ramanuj is thinking of starting an advertising agency. What will be the amount of working capital requirement for him?

- | | |
|---|--------------------------|
| A | Less working capital |
| B | More working capital |
| C | No working capital |
| D | Negative working capital |



Section Name:BUSINESS STUDIES

Question:

During a bearish phase of stock market, company should make use of _____.

- | | |
|---|-------------------------------------|
| A | Equity share |
| B | Debentures |
| C | Retained profits |
| D | Equity shares and preference shares |

Section Name:BUSINESS STUDIES

Question:

Computers become obsolete fast and are replaced much sooner than furniture. The requirement of fixed capital, hence, is more for the firms dealing in computers.

Identify the factor affecting fixed capital from the above para.

- | | |
|---|------------------------|
| A | Choice of technique |
| B | Growth prospects |
| C | Technology upgradation |
| D | Scale of operation |



Section Name:BUSINESS STUDIES

Question:

‘The decision determines the overall cost of capital and the financial risk of the enterprises.’ Which decision is highlighted in the above statement?

- | | |
|---|----------------------------|
| A | Dividend decision |
| B | Capital budgeting decision |
| C | Working capital decision |
| D | Financing decision |



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Which of the following statement is/are correct regarding function of Stock Exchange?

- A. Providing liquidity and market ability to existing securities.
- B. Training of intermediaries.
- C. Undertaking steps of investor protection.
- D. Promotion of fair practices and code of conduct in securities market.
- E. Regulation of takeover bids by companies.

Choose the correct answer from the options given below:

A A only

B B only

C C, D only

D E only



CUET 2022 QUESTION PAPER

Question:

Match the items of List I with the correct items of List II

List I	List II
A. Treasury Bill	I. Companies use it for bridge financing
B. Commercial Paper	II. Used for inter bank transactions
C. Call money	III. Issued by RBI on behalf of Central government
D. Commercial Bill	IV. It is a bill of exchange used to finance the working capital requirement of business

Choose the correct answer from the options given below :

- | | |
|---|------------------------|
| A | A-III, B-II, C-I, D-IV |
| B | A-III, B-IV, C-I, D-II |
| C | A-I, B-II, C-III, D-IV |
| D | A-III, B-I, C-II, D-IV |

CUET 2022 QUESTION PAPER

Question:

Which of the following statement is/are false about Financial market?

- A. Investment in capital market requires huge financial outlay.
- B. Money market has no physical location.
- C. The primary market is known as new issue market.
- D. Money market instruments are riskier both with respect to returns and principal repayments.
- E. Financial market consists of capital market and secondary market only.

Choose the correct answer from the options given below:

A A, D, E only

B A only

C B and C only

D C and D only

Section Name:BUSINESS STUDIES

Question:

Shriniwas has 2,500 equity shares of K.C.L. company. He wants to sell these shares. Identify the market which he should approach.

- | | |
|---|------------------|
| A | New issue market |
| B | Money market |
| C | Secondary market |
| D | Capital market |

Section Name:BUSINESS STUDIES

Question:

An investor has purchased a 91 days treasury bill with a face value of Rs. 50,000 for Rs. 45,000. He held the bill till maturity date and received Rs. 50,000. The difference of Rs. 5,000 represents

- | | |
|---|-------------------------|
| A | Discount allowed |
| B | Interest received |
| C | Trade discount received |
| D | Cash discount received |



Section Name:BUSINESS STUDIES

Question:

With the growth of computer, a new trend has emerged i.e. companies are using interactive sites on the internet, to collect customer views and opinions before taking important business decisions. Identify the function of marketing indicated above.

- | | |
|---|--|
| A | Gathering and analysing market information |
| B | Marketing planning |
| C | Product designing and development |
| D | Promotion |



Section Name:BUSINESS STUDIES

Question:

The process of giving a name or a sign or a symbol to a product is a part of which element of marketing mix?

- | | |
|---|---------------|
| A | Product mix |
| B | Price mix |
| C | Place mix |
| D | Promotion mix |



Section Name:BUSINESS STUDIES

Question:

Identify the component of marketing mix which is the single most important factor affecting the revenue and profits of a firm.

- | | |
|---|-----------|
| A | Product |
| B | Price |
| C | Place |
| D | Promotion |



Section Name:BUSINESS STUDIES

Question:

Sugandha has to buy a diamond studded gold ring for her fiancé Harmeet. Which quality mark she should check?

- | | |
|---|---------------|
| A | ISI mark |
| B | BIS Hallmark |
| C | RIS Haulmark |
| D | BIS Gold mark |

Section Name:BUSINESS STUDIES

Question:

Identify from the following, who Cannot file a complaint under Consumer Protection Act.

- | | |
|---|---|
| A | Central or State Government |
| B | Any person who obtains goods without (lawful) consideration |
| C | Legal heir of a deceased consumer |
| D | Any consumer as per the Consumer Protection Act, 2019. |



Section Name:BUSINESS STUDIES

Question:

Government is creating awareness amongst people about their consumer rights and responsibilities through its advertisement: Jago Grahak Jago.

Which consumer right has been highlighted in the above statement?

- | | |
|---|-----------------------------|
| A | Right to be informed |
| B | Right to consumer education |
| C | Right to be heard |
| D | Right to seek redressal |



Section Name:BUSINESS STUDIES

Question:

Which of the following correctly describes FPO as a quality certification mark?

- | | |
|---|---------------------|
| A | Food Process order |
| B | Food Product order |
| C | Fruit Process order |
| D | Farm Process order |

Section Name:BUSINESS STUDIES

Question:

As per Consumer Protection Act, 2019, an aggrieved consumer can make a complaint to the State Commission when the value of goods and services along with compensation claimed.

- | | |
|---|--|
| A | Exceeds 1 crore but does not exceed ₹ 10 crore |
| B | Exceeds 1 crore but does not exceed ₹ 15 crore |
| C | Does not exceed ₹ 1 crore |
| D | Exceeds ₹ 1 crore |

CUET 2022 QUESTION PAPER

Section Name:BUSINESS STUDIES

Question:

Arrange the following process of setting up of a business chronologically.

- A. Assessment of feasibility of idea and preparing plan
- B. Scanning the environment for opportunities
- C. Resource mobilization
- D. Appraisal by funding agencies
- E. Development of product/service idea

Choose the correct answer from the options given below:

- | | |
|---|---------------|
| A | B, D, A, C, E |
| B | B, A, C, D, E |
| C | A, C, B, D, E |
| D | D, A, E, B, C |

Passage:

Amrita completed her Master's Degree in Fashion Technology from Paris. After coming back to India, she observed a shift towards formal wear in the fashion industry. To grab this opportunity, she opened a boutique in a posh area of Delhi.

She used environmental friendly method of production. To make the store run efficiently, she divided the work into small tasks so that her employees are well trained and the wastage can be reduced. Similar activities were grouped together and departments were formed.

She assigned responsibility to her sales staff in the form of clear cut targets and gave them authority to close the deal by offering a discount of 5% but the decision to give any further discount rests with her.

The departments were headed by the specialists who were appointed through placement agencies and management consultants. Levels were created in the organization and helped in establishing reporting relationship.

In the earlier period of her venture, she asked her employees to put in extra hours of work. In return, she promised to give them special incentive within one year. Her business was doing well and she honours her commitment by giving them bonus.

Amita was a good leader. She develops plans and makes decisions in consultation with her subordinates. However, she was biased with her female employees when it comes to solving conflicts among her staff.

Section Name:BUSINESS STUDIES

Question:

In the above case study, which dimension of business environment is highlighted?

- | | |
|---|---------------|
| A | Economic |
| B | Technological |
| C | Social |
| D | Political |



Question:

Amrita used environmental friendly method of production. Which objective Amrita tried to achieve?

A Personal objective

B Social objective

C Profit

D Growth

Section Name:BUSINESS STUDIES

Question:

By dividing the work into small tasks so as to increase the efficiency, Amrita followed one of the principles of Fayol. Identify it.

- | | |
|---|------------------|
| A | Equity |
| B | Division of work |
| C | Unity of command |
| D | Scalar chain |



Section Name:BUSINESS STUDIES

Question:

She assigned responsibility to her sales staff in the form of clear cut targets and gave them authority to close the deal. By doing so, she followed a principle of Fayol. Identify it.

- | | |
|---|-------------------------------------|
| A | Discipline |
| B | Centralization and decentralization |
| C | Authority and responsibility |
| D | Order |



Question:

Amrita allows her sales staff to give 5% discount to close the deal and retains with herself the power to give any further discount. Which principle of Fayol is highlighted here?

- | | |
|---|-------------------------------------|
| A | Order |
| B | Division of work |
| C | Scalar chain |
| D | Centralization and decentralization |

Section Name:BUSINESS STUDIES

Question:

Amrita unknowingly has followed the organizing process. Select the correct sequence of the process.

- A. Assignment of duties
- B. Establishing reporting relationship
- C. Identification and division of work
- D. Departmentalization

Choose the correct answer from the options given below:

A C, A, B, D

B A, B, D, C

C A, D, C, B

D C, D, A, B



Section Name:BUSINESS STUDIES

Question:

Specialists were appointed through placement agencies and management consultants. This is one aspect of staffing. Identify it.

- | | |
|---|-------------|
| A | Recruitment |
| B | Selection |
| C | Training |
| D | Development |

Section Name:BUSINESS STUDIES

Question:

Amrita tried to motivate her employees by giving them bonus. To which category of incentives bonus belongs to?

- | | |
|---|-------------------------|
| A | Non-monetary incentives |
| B | Individual incentives |
| C | Monetary incentives |
| D | Group incentives |



Section Name:BUSINESS STUDIES

Question:

Amrita honours her commitment and gave a special incentive to her employees. By doing so, she had followed which principle of Fayol? Identify it.

- | | |
|---|------------------------------|
| A | Authority and responsibility |
| B | Discipline |
| C | Equity |
| D | Order |

Section Name:BUSINESS STUDIES

Question:

Amrita develops plans and makes decisions in consultation with her subordinates. Which leadership style is reflected in her?

- | | |
|---|---------------|
| A | Autocratic |
| B | Participative |
| C | Free-rein |
| D | Informal |