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CUET UG

Previous Year Question Paper

2022

Section II

Business Studies



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

'The employees in an organisation are happy and satisfied. There is proper orderliness in the organisation and no chaos at all. This statement signifies which feature of the Management ?

- | | |
|---|--------------------|
| A | Group activity |
| B | Dynamic function |
| C | Intangible force |
| D | Continuous process |



Section Name: BUSINESS STUDIES

Question:

Kamaljeet is working in Infosys Ltd. His main function is to analyse the business environment and its implication for his company. Name the level of management at which he is working ?

A Supervisory level

B Lower level

C Middle level

D Top level



Section Name:BUSINESS STUDIES

Question:

‘Co-win-App has helped people in registering for the Covid-19 vaccines, and thus, relived them from the hassle of standing in queues for vaccines in the hospital. ‘This is an example of which dimension of business environment ? Identify _____.

A Technological environment

B Political environment

C Social environment

D Economic environment



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

‘ Demand for Saree’ is high in India whereas it is almost non existent in France. Identify the feature of business environment highlighted in the given statement.

- | | |
|---|-------------------|
| A | Relativity |
| B | Complexity |
| C | Uncertainty |
| D | Inter relatedness |



CUET 2022 QUESTION PAPER

Section Name:BUSINESS STUDIES

Question:

This function of management is futuristic. Identify the function :

A Staffing

B Organising

C Planning

D Directing



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Owing to Covid 19 Pandemic situation, the owner of Shyam Apparels had to modify its cash budget as it was based on sales target set up before pandemic. He was shocked to find that the business was facing a scarcity of Rs. 20 Lakhs of liquid assets after revised cash budget.

Which limitation of planning is referred to here ?

- | | |
|---|----------------------------------------------|
| A | Planning involves huge cost |
| B | Planning reduces creativity |
| C | Planning reads to rigidity |
| D | Planning may not work in dynamic environment |



CUET 2022 QUESTION PAPER

Question:

Planning is not an exclusive function of top management but its scope differs at different levels and in different departments. Identify the feature of planning highlighted above :

- | | |
|---|-------------------------------|
| A | Planning is pervasive |
| B | Planning is a mental exercise |
| C | Planning is continuous |
| D | Planning is futuristic |



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

In which of the following situation, divisional structure is not appropriate ?

- (a) Where large variety of products are manufactured using different productive resources.
- (b) When an organisation grows and needs to add, more employees, create more departments.
- (c) When the organisation is offering only one product.
- (d) When operations in the organisation require high degree of specialisation.
- (e) When new levels are created in the management hierarchy

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

A (c) and (d) only

B (a) and (b) only

C (a) and (c) only

D (d) and (e) only



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Arrange the steps to complete the process of organising.

- (a) Departmentalization
- (b) Establishing reporting relationship
- (c) Identification & division of work
- (d) Assignment of duties

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

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



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Which of the following is true about Vestibule Training ?

- (a) It involves shifting the trainee from one department to another or from one job to another.
- (b) It stimulates the work environment by programming a computer to imitate some of the realities of job.
- (c) Training is conducted away from the actual work floor.
- (d) Actual work environments are created in a classroom and employees use the same material and equipment.
- (e) It is a joint programme in which educational institutions and business firms cooperate.

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

A (a) and (b) only

B (c) and (d) only

C (d) and (e) only

D (b) and (c) only



CUET 2022 QUESTION PAPER

Section Name:BUSINESS STUDIES

Question:

Name the source of recruitment which is used for training the employees for learning different jobs :

A Promotion

B Casual caller

C Employment Exchange

D Transfer



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Manu was selected by AB Ltd. as team leader. Identify the sequence which the Human Resource Department will take to complete the staffing process :

- (a) Training & Development
- (b) Performance Appraisal
- (c) Placement & Orientation
- (d) Promotion & Career planning

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

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



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Tonu is working as a Software Engineer in an IT firm. Recently, she introduced her friend Manu to her project Manager who is looking for a suitable candidate for the 'Post of Team Leader in the company. After cleaning through the various levels of selection process in the company, Manu is finally selected for the post.

Identify the method of recruitment used by the company to solicit Manu.

- | | |
|---|------------------------------|
| A | Direct Recruitment |
| B | Management Consultant |
| C | Recommendations of Employees |
| D | Casual Callers |



CUET 2022 QUESTION PAPER

Section Name:BUSINESS STUDIES

Question:

Manu is selected for the post of team leader in ABC Ltd. After his selection he went through a process by which his attitudes, skills to perform a specified job is increased. Identify the improvement process mentioned in the above lines.

A	Development
B	Recruitment
C	Training
D	Performance appraisal



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

“Controlling helps to review and revise the targets set in the light of environmental changes and changes taking place in the organisation”.

Which importance of controlling is highlighted in the above statement ?

- | | |
|---|-------------------------------------|
| A | Making efficient use of resource |
| B | Judging accuracy of standards |
| C | Accomplishing organisational goals |
| D | Facilitating coordination in action |



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

“Corrective action initiated by control function aims to improve future performance”.
Which feature of controlling is highlighted here ?

- | | |
|---|------------------------------------------|
| A | Controlling is evaluative function |
| B | Controlling is pervasive function |
| C | Controlling is forward-looking function |
| D | Controlling is backward-looking function |



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Arrange the following steps of controlling process in correct sequence :

- (a) Comparision of actual performance with standards
- (b) Establishing the standards
- (c) Measuring the performance
- (d) Analysing deviations
- (e) Taking corrective action

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

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



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Match the items of **List - I** with the appropriate options of **List - II**.

List - I

- (a) Management by Exception
- (b) Deviations
- (c) Critical point control
- (d) Standards

List - II

- (i) Criteria against which actual performance is measured
- (ii) Controlling significant deviations
- (iii) Difference between Actual and standard performance
- (iv) Control system should focus on key result areas

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

A (a) - (iii), (b) - (ii), (c) - (iv), (d) - (i)

B (a) - (ii), (b) - (i), (c) - (iii), (d) - (iv)

C (a) - (iv), (b) - (iii), (c) - (ii), (d) - (i)

D (a) - (ii), (b) - (iii), (c) - (iv), (d) - (i)

CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Match the items of **List - I** with the appropriate options of **List - II**.

List - I

- (a) Business Finance
- (b) Financial Planning
- (c) Capital Budgeting
- (d) Capital Structure

List - II

- (i) Debt service coverage ratio
- (ii) Different techniques to evaluate investment proposals
- (iii) Needed for running, modernising and expansion of business
- (iv) Smooth operations of fund requirements

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

A (a) - (ii), (b) - (iv), (c) - (iii), (d) - (i)

B (a) - (iv), (b) - (ii), (c) - (i), (d) - (iii)

C (a) - (iii), (b) - (iv), (c) - (ii), (d) - (i)

D (a) - (i), (b) - (iv), (c) - (iii), (d) - (ii)



CUET 2022 QUESTION PAPER

Question:

The size of assets, profitability and competitiveness are affected by one of the decisions of financial management. Identify the decision.

- | | |
|---|----------------------------|
| A | Capital budgeting decision |
| B | Investment decision |
| C | Financing decision |
| D | Dividend decision |



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Growth opportunities, Taxation policy, Legal constraints and Stock market reaction are factors of one of financial decisions. Identify the decision :

- | | |
|---|----------------------------|
| A | Financing decision |
| B | Investment decision |
| C | Dividend decision |
| D | Capital budgeting decision |



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

“It aims at enabling the company to tackle the uncertainty in respect of the availability and timing of the funds and helps in smooth functioning of an organisation.”

This statement is related to one of the concepts of financial management. Identify it :

- | | |
|---|---------------------|
| A | Capital Structure |
| B | Dividend Decision |
| C | Investment Decision |
| D | Financial Planning |



CUET 2022 QUESTION PAPER

Section Name:BUSINESS STUDIES

Question:

Time span between the receipt of raw material and its conversion into finished goods highlights which factor of working capital requirement :

- A Production cycle
- B Scale of operation
- C Business cycle
- D Seasonal factors



CUET 2022 QUESTION PAPER

Section Name:BUSINESS STUDIES

Question:

Mr. Ravi Sachdeva is the marketing manager in Shades Ltd. He regularly prepares performance reports of his subordinates as part of the appraisal. Identify the step of controlling process performed by him :

- | | |
|---|-------------------------------------------------|
| A | Setting Performance standards |
| B | Measurement of actual performance |
| C | Comparison of actual performance with standards |
| D | Analysing deviations |



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Match the items of **List - I** with the appropriate options of **List - II**.

List - I

(a) Interest Coverage Ratio

(b) ROI

(c) Stock market conditions

(d) Debt service average ratio

List - II

(i) It takes care of deficiencies of Interest coverage ratio

(ii) Bullish and bearish market

(iii) Higher it is, lower is the risk

(iv) Trading on equity

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

A (a) - (iv), (b) - (iii), (c) - (i), (d) - (ii)

B (a) - (iii), (b) - (i), (c) - (iv), (d) - (ii)

C (a) - (i), (b) - (iv), (c) - (iii), (d) - (ii)

D (a) - (iii), (b) - (iv), (c) - (ii), (d) - (i)



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Identify the functions of SEBI which helps in regulation of take over bids by companies :

A Regulatory functions

B Development functions

C Protective functions

D Advisory functions



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Name the market in which trading of existing shares is only done :

A Primary Market

B Secondary Market

C Money Market

D Capital Market



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

“It gives investors the chance to disinvest and reinvest”. This sentence refers to which function of stock exchange ?

- | | |
|---|--------------------------------------------------------------|
| A | Pricing of securities |
| B | Safety of transactions |
| C | Providing liquidity and marketability to existing securities |
| D | Contributes to economic growth |



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

“The company sells securities enbloc at an agreed price to brokers who, in turn, resell them to the investing public”. Name the method of floatation discussed here :

- | | |
|---|--------------------------|
| A | Private placement |
| B | Offer for scale |
| C | e-IPOs |
| D | Offer through prospectus |



CUET 2022 QUESTION PAPER

Section Name:BUSINESS STUDIES

Question:

In the financial market, the households are suppliers of funds and business firms represent the demand. Name the function of financial market being referred :

- | | |
|---|------------------------------------------------------------------------|
| A | Mobilisation of savings and channeling them into most productive uses. |
| B | Facilitating price discovery |
| C | Providing liquidity to financial assets |
| D | Reducing the cost of transactions |



CUET 2022 QUESTION PAPER

Section Name:BUSINESS STUDIES

Question:

_____ is the essence of marketing.

- | | |
|---|--------------------|
| A | Service motive |
| B | Exchange mechanism |
| C | Product |
| D | Promotion |



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Promotion-mix includes :

- | | |
|---|----------------------------------|
| A | Product lines |
| B | Product innovation |
| C | Product improvement |
| D | Advertising and personal selling |



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Under which marketing management philosophy, availability and affordability of the product is considered to be the key to success of a firm ?

- | | |
|---|--------------------|
| A | Production concept |
| B | Marketing concept |
| C | Product concept |
| D | Selling concept |



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Match the items of **List - I** with the appropriate options of **List - II**.

List - I		List - II	
(a)	That part of brand which can be recognised only but can not be spoken	(i)	Brand Name
(b)	A name, term, sign, design or some combination of them	(ii)	Trade Mark
(c)	A brand or part of brand that is given legal protection	(iii)	Brand
(d)	Verbal component of a brand	(iv)	Brand Mark

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

A	(a) - (iv), (b) - (iii), (c) - (ii), (d) - (i)
B	(a) - (i), (b) - (iii), (c) - (ii), (d) - (iv)
C	(a) - (iii), (b) - (iv), (c) - (ii), (d) - (i)
D	(a) - (iii), (b) - (i), (c) - (ii), (d) - (iv)

CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Match the items of **List - I** with the appropriate options given in **List - II**.

List - I

- (a) Right to be informed
- (b) Right to seek redressal
- (c) Right to be assured
- (d) Right to safety

List - II

- (i) Consumer's choice
- (ii) ISI mark
- (iii) Packaging and labelling
- (iv) Replacement of product

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

- | | |
|---|------------------------------------------------|
| A | (a) - (iv), (b) - (i), (c) - (ii), (d) - (iii) |
| B | (a) - (iii), (b) - (iv), (c) - (i), (d) - (ii) |
| C | (a) - (iii), (b) - (iv), (c) - (i), (d) - (ii) |
| D | (a) - (i), (b) - (iii), (c) - (ii), (d) - (iv) |

CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Identify the importance of consumer protection from consumer's point of view.

- (a) Prevent wide spread exploitation of Consumers.
- (b) Social Responsibility
- (c) Govt. Intervention
- (d) Unorganised Consumers
- (e) Moral Justification

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

A (a) and (b) only

B (b) and (c) only

C (c) and (e) only

D (a) and (d) only



CUET 2022 QUESTION PAPER

Section Name:BUSINESS STUDIES

Question:

Shivani got her birthday gift, a scooty from her father. She happily went for a ride but her scooty stopped after some time. On showing the scooty to the mechanic, she came to know that spark plug was faulty. Complaint can be lodged in consumer forum by :

A Shivani's father

B Shivani's uncle

C Shivani's cousin

D Vendor



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Ramesh purchased a car worth Rs. 7 Lakhs but found his engine faulty. He filed the case in District Commission but is not satisfied with the order of the District Commission. Within how many days, he can appeal before the State Commission under Consumer Protection Act, 2019 :

- | | |
|---|---------|
| A | 15 days |
| B | 45 days |
| C | 20 days |
| D | 60 days |



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Choose the odd one out from the reliefs available to customer :

- | | |
|---|---------------------------------------|
| A | To pay punitive damages |
| B | To discontinue unfair trade practices |
| C | To be honest in dealings |
| D | To remove the defect |



CUET 2022 QUESTION PAPER

Section Name: BUSINESS STUDIES

Question:

Identify the sequence of steps to complete the process of setting up of Business.

- (a) Project Commission and Launch.
- (b) Resource Mobilisation
- (c) Development of Product/Service
- (d) Scanning the Environment for Entrepreneurial Opportunities
- (e) Appraisal by the Funding Agencies

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

A (d), (b), (a), (c), (e)

B (c), (b), (d), (a), (e)

C (b), (d), (c), (e), (a)

D (c), (e), (b), (a), (d)

Section Name: BUSINESS STUDIES

Question:

Case Study

Jagrit, works as a purchase manager in a shoe manufacturing company. As a routine, one day he was in a hurry to board metro train and wanted to reach office in time but while walking fast on escalator, he fell down and got badly hurt. Other co-passengers tried to help him and in no time there was a crowd of nearly 40-50 people.

Jagrit got badly hurt and managed to convey the name of his manager and handed over his phone to the metro worker. He requested that his Boss be informed about the accident.

His boss, Mr. Rohit Jain is a person who when gives instructions does not wish to be contradicted. He gives clear cut instructions to his team and want them to follow without any question. Even after hearing about the tragedy of Jagrit, Rohit Jain was unaffected as he didn't take much interest in providing any help nor bothered to inform his family. Rather, metro worker informed his family and told them to reach to the hospital where he was being treated. Later, Jagrit dropped the mail in his organisation stating about the medical problem. He was then granted medical leave with pay and coverage of his medical bills as he fulfilled the parameters required to be followed by all the staff members.



CUET 2022 QUESTION PAPER

As per Maslow's need hierarchy theory, identify the need of Jagrit not fulfilled :

- | | |
|---|-------------------------|
| A | Safety Need |
| B | Self Actualisation Need |
| C | Belongingness Need |
| D | Esteem Need |