

CUET 2025 Business Studies May 16 Question Paper

Time Allowed :1 Hour

Maximum Marks :250

Total Questions :50

General Instructions

Read the following instructions very carefully and strictly follow them:

1. The test is of 1 hour duration.
2. The question paper consists of 50 questions. The maximum marks are 250.
3. 5 marks are awarded for every correct answer, and 1 mark is deducted for every wrong answer.

1. Rohan, the sales supervisor of MTS Ltd. is in the process of selecting salesman for his unit. Arrange the steps, after employment interview, which he would undertake?

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

2. Which of the following is not an importance of staffing? (a) Helps in discovering and obtaining competent personnel

- (b) Ensures optimum utilisation of physical resources
- (c) Improves job satisfaction and morale
- (d) Ensures succession planning for managers

3. Which of the following is the correct order of steps a manager must undertake while structuring tasks and creating a formal authority system within an enterprise? (a) B, D,

- C, A
- (b) A, C, D, B

(c) C, A, B, D

(d) D, B, C, A

4. A manager at a textile company aims to introduce a new eco-friendly product line.

Which of the following steps would he follow to ensure the success of this plan? (a) C, A, B, E, D

(b) A, E, C, D, B

(c) C, E, A, B, D

(d) E, C, B, A, D

5. A manufacturing firm notices an increase in product defects. To fix the issue using

the control process, which of the following sequences must they follow? (a) B, D, E, A, C

(b) D, B, E, A, C

(c) B, D, A, E, C

(d) D, A, B, E, C

6. Match the items in List I with the correct description in List II:

List I (Importance of Controlling)	List II (Descriptions)
A. Accomplishing organisational goals	I. Prevents misuse and ensures effective resource utilisation
B. Judging accuracy of standards	II. Helps in reviewing benchmarks in changing environment
C. Making efficient use of resources	III. Highlights deviations from plans and guides corrective actions
D. Improving employee motivation	IV. Informs employees about performance expectations in advance

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

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

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

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

7. Match the types of financial decisions in List I with their real-life examples in List II:

List I (Financial Decisions)	List II (Examples)
A. Investment Decision	I. Deciding the proportion of profit to distribute
B. Financing Decision	II. Managing day-to-day cash and inventory levels
C. Dividend Decision	III. Buying new machinery for a production plant
D. Working Capital Decision	IV. Choosing between issuing equity or debentures

- (a) A-I, B-II, C-III, D-IV
 - (b) A-II, B-I, C-IV, D-III
 - (c) A-III, B-IV, C-I, D-II
 - (d) A-IV, B-III, C-II, D-I
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8. Who can be considered a consumer under the Consumer Protection Act, 2019?

- (a) Only A, C, and D
 - (b) Only A and B
 - (c) Only B, C, and D
 - (d) All of the above
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9. Standardisation refers to the process of setting standards for every business activity; it can be standardisation of process, raw material, time, product, machinery, methods or working conditions. This definition of Standardisation was given by:

- (a) Fayol
 - (b) Oontz
 - (c) Taylor
 - (d) Maslow
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10. Which of the following statements correctly describe the significance of Principles of Management?

- (a) Only A, B, and D
 - (b) Only B, C, and D
 - (c) Only A, C, and D
 - (d) All of the above
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11. Which of the following is NOT an element of directing?

- (a) Delegation of Authority
 - (b) Motivation
 - (c) Communication
 - (d) Leadership
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12. Match the Dimensions of Business Environment (List I) with their respective descriptions (List II):

List I (Dimensions)	List II (Descriptions)
A. Economic Environment	I. Laws, court decisions, and legal orders
B. Political Environment	II. Government stability and policy attitude
C. Social Environment	III. Traditions, values, and lifestyles
D. Legal Environment	IV. Interest rates, inflation, and GDP

- (a) A-IV, B-II, C-III, D-I
 - (b) A-I, B-IV, C-II, D-III
 - (c) A-III, B-I, C-II, D-IV
 - (d) A-II, B-III, C-I, D-IV
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13. Which of the following factors is LEAST likely to be a direct contributor to the development of an individual's entrepreneurial capabilities and mindset?

- (a) Family Background
 - (b) Education
 - (c) Government Support
 - (d) Future Certainty
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14. It implies a desire to accomplish something difficult.

- (a) Need for Power
 - (b) Need for Achievement
 - (c) Need for Affiliation
 - (d) Need for Autonomy
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15. 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 day's menu with his staff.
 - (d) A street hawker selling his goods alone in the market.
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16. ----- decision is exhibited in the above case. (a) Working Capital

- (b) Dividend
 - (c) Investment
 - (d) Investment and Financing
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17. "A judicious mix of both sources - Debt and Equity would increase the EPS" ----- concept of Financial Management is conveyed by the above statement.

- (a) Risk consideration
 - (b) Return on Investment
 - (c) Cost of Equity
 - (d) Trading on Equity
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18. "The Finance Manager of the company has suggested issue of debentures at an estimated cost of 8%". The above statement conveys ----- type of financial decision.

- (a) Working capital decision
 - (b) Investment decision
 - (c) Financing decision
 - (d) Dividend decision
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19. "It involves committing the finance on a long-term basis." ----- concept of Financial Management is indicated from the above statement.

- (a) Capital budgeting decision
 - (b) Financial leverage
 - (c) Capital structure decision
 - (d) Financial risk
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20. The decision for opening one more manufacturing unit is related to ----- .

- (a) Financing decision
 - (b) Investment decision
 - (c) Dividend decision
 - (d) General decision
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21. In the above case "Just Foodie" is using various variable of Marketing Mix.

Identify the variable used in the following statement: "To make their products available to customers at right time, right place, they are also selling their products to grocery stores in addition to their own outlets."

- (a) Product
 - (b) Price
 - (c) Promotion
 - (d) Physical distribution
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22. Identify the element of marketing mix in the following statement: "The taste, quality and packing are given utmost care."

- (a) Product mix
 - (b) Price mix
 - (c) Promotion mix
 - (d) Physical distribution mix
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23. "They are able to charge higher price than their competitors." Which element of marketing mix is discussed in the statement?

- (a) Product mix
 - (b) Price mix
 - (c) Promotion mix
 - (d) Physical distribution mix
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24. "To increase their sales, they are using different offers like: Free gifts, Cash backs etc. They are offering discounts to customers on various occasions." Identify the marketing mix element from the above statement.

- (a) Product mix
 - (b) Price mix
 - (c) Promotion mix
 - (d) Physical distribution mix
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25. "To increase their sales, they are using different offers like: Free gifts, Cash backs etc. They are offering discounts to customers on various occasions." Which tool of the promotion mix is used in the given statement?

- (a) Advertisement
 - (b) Sales promotion
 - (c) Personal selling
 - (d) Publicity
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