

Business Studies Previous Year Paper

Q1. An expected statement of expenses, revenue and income for a specified period is known as:

- (a) Profit and loss account
- (b) Budget
- (c) Balance sheet
- (d) Cash account

Q2. The number of times earnings before interest and taxes of a company covers the interest obligation is indicated by which ratio?

- (a) Debt Coverage Ratio
- (b) Interest Coverage Ratio
- (c) Return on Investment
- (d) Cost of debt

Q3. Which among the following is NOT the principle of directing?

- (a) Harmony of objectives
- (b) Appropriateness of direction technique
- (c) Managerial communication
- (d) Multiplicity of Command

Q4. Which of the following are the external sources of recruitment?

- (A) Recommendations of Employees
- (B) Transfers
- (C) Direct Recruitment
- (D) Campus Recruitment

Choose the correct answer from the options given below:

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

Q5. A strategy (comprehensive plan) includes which of the following dimensions?

- (A) Determining long term objectives
- (B) Determining short term objectives
- (C) Adopting a particular course of action
- (D) Allocating resources necessary to achieve the objective

Choose the correct answer from the options given below:

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

Q6. DSCR stands for:

- (a) Debenture Service Coverage Ratio
- (b) Debt Service Coverage Ratio
- (c) Debt Service Cost Ratio
- (d) Debt Social Coverage Ratio

Q7. Which concept of management is defined as "a process that initiates implementation of plans by clarifying jobs and working relationships and effectively deploying resources for attainment of identified and desired results"?

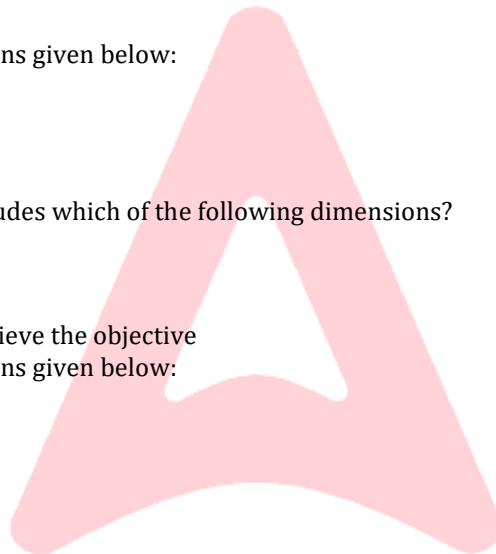
- (a) Controlling
- (b) Directing
- (c) Organising
- (d) Staffing

Q8. Identify the asset which can be easily converted into cash.

- (a) Building
- (b) Machinery
- (c) Furniture
- (d) Marketable securities

Q9. Evaluating an employee's current and/or past performance as against certain predetermined standards is known as:

- (a) Compensation
- (b) Career Planning
- (c) Performance Appraisal



(d) Recruitment

Q10. Controlling is a systematic process involving five steps. "Comparing Actual Performance with Standards" is which step of controlling process?

- (a) First step
- (b) Second step
- (c) Third step
- (d) Fourth step

Q11. Which test of selection provides clues to a person's emotions, reactions, maturity and value system?

- (a) Interest Test
- (b) Aptitude Test
- (c) Personality Test
- (d) Intelligence Test

Q12. Which organizational structure is most suitable when the size of the organization is large, has diversified activities and operations require a high degree of specialization?

- (a) Divisional Structure
- (b) Vertical Structure
- (c) Functional structure
- (d) Matrix Structure

Q13. "The principles of management provide the basic groundwork for the development of management as a discipline".

This statement is related to which point of significance of principles of management?

- (a) Providing managers with useful insights into reality
- (b) Management training, education and research
- (c) Scientific decisions
- (d) Fulfilling social responsibility

Q14. Arrange the steps of the Staffing Process in the correct sequence.

- (A) Selection
- (B) Placement and Orientation
- (C) Promotion and Career Planning
- (D) Recruitment

Choose the correct answer from the options given below:

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

Q15. Arrange the following needs as per the order laid down by the Maslow's Need Hierarchy Theory.

- (A) Safety Needs
- (B) Self Actualization Needs
- (C) Affiliation Needs
- (D) Esteem Needs

Choose the correct answer from the options given below:

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

Q16. "Most of the time, employees do not even attempt to formulate plans". Which limitation of Planning is indicated by the given statement ?

- (a) Planning does not guarantee success
- (b) Planning involves huge costs
- (c) Planning reduces creativity
- (d) Planning leads to rigidity

Q17. Match List-I with List-II.

List-I	List-II
(Entrepreneurial competency)	(Explanation)
(A) Persistence	(I) Observing the symptoms, diagnosing and curing.
(B) Problem solving	(II) Eliciting support of others in the venture.
(C) Persuasion	(III) Striving continuously until goals are achieved.

Business Studies Previous Year Paper

(D) Monitoring	(IV) Ensuring the progress of venture as planned.
----------------	---

Choose the correct answer from the options given below:

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

Q18. Arrange the following steps of Planning Process in the correct sequence:

- (A) Setting Objectives
- (B) Identifying alternative courses of action
- (C) Selecting an alternative
- (D) Evaluating alternative courses

Choose the correct answer from the options given below:

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

Q19. "To become a chartered accountant in India, a candidate has to clear a specified examination conducted by the Institute of Chartered Accountants of India." Which characteristic of a profession is highlighted here?

- (a) Ethical code of conduct
- (b) Service motive
- (c) Restricted entry
- (d) Professional association

Q20. Match List-I with List-II

List-I	List-II
(A) Fatigue study	(I) This study refers to finding out one best way of doing the job.
(B) Method Study	(II) This study refers to the study of movements like lifting, putting objects, sitting and changing positions.
(C) Time study	(III) The objective of this study is to determine the number of workers to be employed.
(D) Motion Study	(IV) This study seeks to determine the amount and frequency of rest intervals in completing a task.

Choose the correct answer from the options given below:

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

Q21. Which among the following is NOT the specialized activity and duty of the Human Resource personnel ?

- (a) Recruitment
- (b) Compensation and Incentive Plans
- (c) Management of receivables
- (d) Handling Grievances and Complaints

Q22. Which level of Management is responsible for all the activities of first line managers?

- (a) Supervisory Management
- (b) Middle Management
- (c) Non operational Management
- (d) Top Management

Q23. "A manager should replace 'I' with 'We' in all his conversations with workers to foster team spirit".

Which Principle of Management is related to this statement?

- (a) Stability of Personnel
- (b) Equity
- (c) Subordination of Individual Interest to General Interest
- (d) Esprit De Corps

Q24. Identify the incorrect statement, from the options given below:

- (a) Collaboration of firms reduces the level of fixed investment.

Business Studies Previous Year Paper

- (b) Instead of buying the fixed asset, its leasing would increase the fixed capital requirement.
- (c) Technology upgradation requires more fixed capital.
- (d) Higher growth of firm required higher fixed investment.

Q25. Which function of Management involves communicating effectively as well as supervising employees at work?

- (a) Controlling
- (b) Organising
- (c) Directing
- (d) Staffing

Q26. Which among the following is NOT the current asset?

- (a) Marketable securities
- (b) Advances received from customers
- (c) Bills receivable
- (d) Debtors

Q27. "Coordination is the process whereby an executive develops an orderly pattern of group efforts among his subordinates and secures unity of action in the pursuit of a common purpose". This definition of coordination is given by:

- (a) Theo Haimann
- (b) McFarland
- (c) E.F.L. Brech
- (d) Mooney and Reelay

Q28. Which of the following are 'On the Job Training Methods' ?

- (A) Internship Training
- (B) Vestibule Training
- (C) Apprenticeship Programmes
- (D) Coaching

Choose the correct answer from the options given below:

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

Q29. "The state of mind of both sender and the receiver of communication reflects in the effective communication". Which barrier of communication is indicated by this statement?

- (a) Personal barriers
- (b) Psychological barriers
- (c) Semantic barriers
- (d) Organisational barriers

Q30. Which management function brings the management cycle back to the planning function?

- (a) Organizing
- (b) Controlling
- (c) Staffing
- (d) Directing

Q31. The process of controlling involves which of the following steps?

- (A) Setting performance standards
- (B) Measurement of actual performance
- (C) Comparison of actual performance with standards
- (D) Analysis of deviations and taking corrective action.

Choose the correct answer from the options given below:

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

Q32. "Systematic effort to delegate to the lowest level of authority except that which can be exercised at central points"

Identify the concept of management.

- (a) Centralisation
- (b) Decentralisation
- (c) Delegation
- (d) Authority

Q33. "Formal organization is a system of consciously coordinated activities of two or more persons toward a common objective". This definition of formal organization is given by:

- (a) Chester Barnand
- (b) Louis Allen
- (c) Keith Davis
- (d) Theo Haimman

Q34. Which of the following are components of the economic environment?

- (A) Saving and investment rate
- (B) Technological conditions
- (C) Money supply
- (D) Public debt

Choose the correct answer from the options given below:

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

Q35. Arrange the steps of motivation process in the correct sequence.

- (A) Drives & Search Behavior
- (B) Satisfied Need & Reduction of Tension
- (C) Unsatisfied Need
- (D) Tension

Choose the correct answer from the options given below:

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

Q36. Identify the component of social environment from the following:

- (a) Savings and Investment
- (b) Money Supply
- (c) Public Debt
- (d) Life Expectancy

Q37. Arrange the following steps in the process of organizing in correct order.

- (A) Identification and division of work
- (B) Assignment of duties
- (C) Departmentalization
- (D) Establishing reporting relationships

Choose the correct answer from the options given below:

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

Q38. Match List-I with List-II.

List-I	List-II
(Fayol's principles)	(Explanation)
(A) Equity	(I) Employee turnover should be minimized to maintain organizational efficiency.
(B) Order	(II) Management should promote a team spirit of unity and harmony among employees.
(C) Stability of Personnel	(III) Good sense and experience are needed to ensure fairness to all employees, who should be treated as fairly as possible.
(D) Esprit De Corps	(IV) People and materials must be in suitable places at the appropriate time for maximum efficiency.

Choose the correct answer from the options given below:

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

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

Q39. Match List-I with List-II.

List-I	List-II
Characteristics of Management as a Profession	Examples of Characteristics of Management as a Profession
(A) Ethical code of conduct	(I) All professions are based on a well-defined body of knowledge that can be acquired through instruction.
(B) Service motive	(II) All doctors, for example, take the oath of ethical practice at the time they enter the profession.
(C) Professional association	(III) The task of a lawyer is to ensure that his client gets justice.
(D) Well-defined body of knowledge	(IV) To be able to practice in India, lawyers have to become members of the Bar Council

Choose the correct answer from the options given below:

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

Q40. Match List-I with List-II.

List-I	List-II
(Needs of Maslow's Theory)	(Organizational Example)
(A) Affiliation/Belongingness needs	(I) Pension plan
(B) Self Actualization Needs	(II) Cordial relations with colleagues
(C) Esteem Needs	(III) Achievement of goals
(D) Safety/Security needs	(IV) Job title

Choose the correct answer from the options given below:

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

Comprehension:

Directions (41 - 45) Read the passage carefully and answer the questions

Ritika, a school teacher in Pune, came across an advertisement on social media promoting a new health supplement that claimed to help with weight loss in just a few weeks. The ad featured attractive before-and-after images, along with testimonials from satisfied users, and stated that the product was "clinically tested" and "100% natural." Intrigued by the promising results, Ritika purchased the supplement for ₹1,500, believing it would help her with her weight loss goals. After using the supplement for two weeks, Ritika noticed no change in her weight, and she began feeling some stomach discomfort. Concerned, she contacted the company's customer service for advice, only to receive vague responses. When Ritika did further research, she found out that the supplement had not undergone any clinical testing, and the ingredients listed on the label were not as advertised. Shocked by this misleading information, Ritika decided to file a complaint with the Consumer Forum.

She highlighted that the product's advertisement was misleading and violated her consumer rights. After hearing her complaint, the Consumer Court ruled in her favor, ordering the company to refund her money and pay a penalty for the misleading advertisement.

Q41. What did the Consumer Court order the company to do?

- (a) Replace the supplement with another product
- (b) Refund the money and pay a penalty
- (c) Improve the product quality
- (d) Apologize without compensation

Q42. What does the 'Right to be informed' entitle consumers to?

- (a) Access to detailed information about the product.
- (b) Right to demand discounts on products.
- (c) Right to exchange products

Business Studies Previous Year Paper

(d) Right to free delivery

Q43. What is the role of Consumer courts?

- (a) To regulate the price of goods
- (b) To resolve consumer complaints and disputes
- (c) To advertise consumer goods
- (d) To monitor product manufacturing

Q44. What should consumers do to protect themselves from misleading advertisements?

- (a) Always rely on TV ads
- (b) Conduct research and verify product claims
- (c) Ignore any complaints
- (d) Purchase based on emotional appeal

Q45. What action did Ritika take, after finding out that the supplement's claims were false?

- (a) Ignored the problem
- (b) Wrote a review on social media
- (c) Filed a complaint with the Consumer Forum
- (d) Returned the product to the store

Comprehension:

Directions (46 - 50) Read the passage carefully and answer the questions

A company called "EcoTech Appliances" has recently launched a new line of eco-friendly home appliances designed to help consumers save energy and reduce their carbon footprint.

Marketing Strategies used by the Company:

- (a) The company has developed eco-friendly appliances with energy-efficient features and environmentally sustainable materials. The product is priced slightly higher than regular appliances but is positioned as a long-term investment in sustainability.
- (b) Eco Tech has adopted a premium skimming pricing strategy for eco-friendly appliances, positioning them as high-quality, sustainable products.
- (c) The products are available on both online and offline channels, including large retail stores and the company's e-commerce website.
- (d) EcoTech employs various promotional tools to create awareness and persuade customers to buy their products:
 - The company runs TV and digital ads showcasing the energy-saving benefits of their appliances and their commitment to sustainability.
 - Sales representatives are trained to interact with customers in retail stores, explaining the benefits of the products and offering personalized recommendations based on individual needs.
 - Eco Tech has garnered attention from environmental organizations and media outlets due to their focus on eco-friendly products, resulting in positive press coverage and word-of-mouth promotion.

Q46. Which pricing strategy is used by EcoTech Appliances for its products?

- (a) Competitive pricing
- (b) Penetration pricing
- (c) Skimming pricing
- (d) Cost-based pricing

Q47. "Eco Tech has garnered attention from environmental organizations and media outlets due to their focus on ecofriendly products, resulting in positive press coverage and word-of-mouth promotion". Which element of promotion mix is highlighted here?

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

Q48. Which promotion tool is EcoTech using to offer personalized recommendations to customers?

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

Q49. What is the main advantage of using personal selling in EcoTech's promotional strategy?

- (a) It helps in creating awareness on a large scale
- (b) It involves direct communication with potential customers to address their individual needs
- (c) It increases the amount of publicity for the brand

(d) It offers discounts on products

Q50. "The company has developed eco-friendly appliances with energy-efficient features and environmentally sustainable materials". Which element of the marketing mix is highlighted here?

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

