

## Business Studies Previous Year Paper

Q1. "To become a chartered accountant in India, a candidate has to clear a specified examination".

This is an example of which characteristic of Management as a profession?

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

Q2. Arrange the following steps of controlling process in a correct sequence:

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

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

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

Q3. Arrange the following steps of the staffing process in a correct sequence:

- (A) Performance Appraisal
- (B) Training and Development
- (C) Placement and Orientation
- (D) Recruitment and Selection

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

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

Q4. Which of the following is not a non-financial incentive?

- (a) Job enrichment
- (b) Employee Empowerment
- (c) Stock Option
- (d) Job security

Q5. The process of producing goods as per predetermined specifications is known as:

- (a) Labelling
- (b) Grading
- (c) Standardisation
- (d) Inspection

Q6. Which of the following are the limitations of Planning?

- (A) Planning leads to rigidity
- (B) Planning reduces creativity
- (C) Planning involves huge costs
- (D) Planning does not work in a dynamic environment

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

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

Q7. Match **List-I** with **List-II**

List-I	List-II
<b>Categories of products</b>	<b>Examples</b>
(A) Industrial products	(I) Rare collection of artwork and antiques.

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(B) Convenience products	(II) Raw materials, installations, equipment.
(C) Speciality products	(III) Jewelry, radio, furniture.
(D) Shopping products	(IV) Medicines, newspapers, toothpaste.

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

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

Q8. The objective of financial management is to maximize the current price of equity shares of the company. This concept is:

- (a) Profit Maximization
- (b) Wealth Maximization
- (c) Dividend Maximisation
- (d) Sales Maximisation

Q9. Match List-I with List-II

List-I	List-II
Foreman	Meaning
(A) Cost Clerk	(I) To ensure discipline.
(B) Instruction Card Clerk	(II) To specify the route of production.
(C) Route Clerk	(III) To prepare the cost sheet.
(D) Disciplinarian	(IV) To draft instructions for the workers.

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

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

Q10. Which of the following statements are correct regarding importance of leadership?

- (A) Leadership influences the behaviour of people.
- (B) A leader persuades people not to accept changes.
- (C) A good leader does not allow his followers to ventilate their feelings.
- (D) Leaders provide training to their subordinates.

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

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

Q11. "Planning without controlling is meaningless and controlling without planning is blind". Which of the following statements advocate this statement:

- (A) Planning and controlling are separable twins of management.
- (B) Planning and controlling are inseparable twins of management.
- (C) Planning is evaluative, whereas controlling is prescriptive.
- (D) Planning based on mere assumptions makes controlling easier and more effective.

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

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

Q12. Prithvi, who is the chief executive officer of Tech Enterprise, is responsible for the welfare and survival of the organization. Identify the level of management Prithvi belongs to?

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- (a) Top management
- (b) Middle management
- (c) Supervisory management
- (d) Shopfloor level management

Q13. Which of the following statement is not correct for branding?

- (a) Branding is creating a corporate brand identity for consumers.
- (b) Branding adds to the cost.
- (c) It act as a source of product differentiation.
- (d) It does not give an exclusive right for its usage after registration.

Q14. Which of the following is the correct distinction between delegation and decentralization?

- (A) Delegation is a result of the policy decision of top management, whereas decentralization is a process.
  - (B) Delegation is a process, whereas decentralization results from the policy decisions of top management.
  - (C) Delegation is an optional decision and decentralization is compulsory.
  - (D) In delegation, there is more control by the superior, whereas in decentralization, there is less control over executives.
- Choose the **correct** answer from the options given below:

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

Q15. Systematically arrange (bottom to top) these organizational examples according to Maslow's need hierarchy theory:

- (A) Pension plan
- (B) Basic salary
- (C) Job title
- (D) Cordial relationships with colleagues

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

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

Q16. Which function of management involves communicating effectively as well as supervising employees at work?

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

Q17. Match **List-I** with **List-II**

List-I	List-II
Concept of delegation	Meaning
(A) Authority	(I) To oversee the work of others.
(B) Accountability	(II) Right to command.
(C) Delegation	(III) A process followed to share tasks.
(D) Supervision	(IV) Obligation to perform the responsibility.

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

Q18. Which of the following management function helps in keeping track of the progress of the activities?

- (a) Organising

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- (b) Staffing
- (c) Controlling
- (d) Planning

Q19. Which of the following is not included in Entrepreneurial motivation?

- (a) Need for non-affiliation
- (b) Need for Power
- (c) Need for Achievement
- (d) Need for Autonomy

Q20. "Recognition of achievement" is an organisational example related to which need of Maslow's Need Hierarchy Theory?

- (a) Self actualisation needs
- (b) Esteem needs
- (c) Affiliation needs
- (d) Safety needs

Q21. Arrange the process of recruitment in a correct sequence:

- (A) Assessment of their validity
- (B) Identification of the different sources of labour
- (C) Inviting applications from the prospective candidates for the vacancies
- (D) Choosing the most suitable source or sources

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

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

Q22. Which of the following is not the importance of controlling?

- (a) It helps in making efficient use of resources.
- (b) It helps in expansion and growth.
- (c) It ensures discipline.
- (d) It facilitates coordination in action.

Q23. Which of the following capital is required for funding the day-to-day operations of the business?

- (a) Debt capital
- (b) Fixed capital
- (c) Working capital
- (d) Retained earnings

Q24. "All departments and individuals are interdependent and they have to depend on each other for information to perform their activities". Identify the importance of coordination stated in the above lines?

- (a) Specialisation
- (b) Growth in size
- (c) Responsibility of manager
- (d) Functional differentiation

Q25. Identify the correct sequence of the organizing process.

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

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

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

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Q26. Which of the following is not the basic feature of an entrepreneur?

- (a) Innovation
- (b) Business planning skill
- (c) Risk aversion
- (d) Leadership

Q27. "The number of subordinates that can be effectively managed by a superior" is referred to as:

- (a) Functional structure
- (b) Divisional structure
- (c) Span of management
- (d) Formal organisation

Q28. Which concept of management ensures that "every individual effort contributes to the organizational performance"?

- (a) Organising
- (b) Directing
- (c) Span of Management
- (d) Budgeting

Q29. "Management should not close its ears to any constructive suggestions made by the employees". Which principle of Scientific Management is referred here?

- (a) Science not Rule of Thumb
- (b) Harmony, Not Discord
- (c) Cooperation, Not Individualism
- (d) Development of Each and Every Person to His or Her Greatest Efficiency and Prosperity

Q30. Which of the following statement is not correct for Public Relations?

- (a) Public relations manage the relationship between an organization and its public on regular basis.
- (b) It helps customers with identifying their needs and wants and satisfying them in best manner.
- (c) They involve a variety of programmers to promote the company's image.
- (d) It helps to ensure that negative publicity does not take place at all.

Q31. Which of the following are not the correct differences between Fayol's principle of management and Taylor's principle of scientific management?

- (A) Fayol's principles are applicable in specialized situations, but Taylor's principles are universally applicable.
- (B) Fayol's perspective is top level management, but Taylor's perspective is the shop floor level of a factory.
- (C) Fayol's principles increase the productivity of the organisation, but Taylor's principles improve the overall administration of the organisation.
- (D) Fayol was a practitioner whereas Taylor was a scientist.

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

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

Q32. Which of the following is not a demerit of external source of recruitment?

- (a) Provides fresh talent
- (b) Dissatisfaction among existing employees
- (c) Lengthy process
- (d) Costly process

Q33. Which of the following Fayol's principle of management advocates that workers should be encouraged to develop and carry out their plans for improvements?

- (a) Esprit de corps
- (b) Initiative
- (c) Discipline
- (d) Scalar chain

Q34. Match **List-I** with **List-II**

<b>List-I</b>	<b>List-II</b>
<b>Dimensions of business environment</b>	<b>Examples</b>
(A) Social environment	(I) Smoking bans in restaurants, shopping malls and public parks can have a significant impact on business.
(B) Political environment	(II) Higher cost of production will tend to force prices to go up.
(C) Economic environment	(III) The nature of the relationship of India with its neighboring countries.
(D) Legal environment	(IV) A common trend is the increasing movement of young workers to cities away from rural areas.

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

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

Q35. Making an investment in long term asset is related to:

- (a) Working capital decision
- (b) Liquidity decision
- (c) Capital budgeting decision
- (d) Capital structure decision

Q36. "The process of increasing the knowledge and skills of an employee for doing a particular job" is known as:

- (a) Development
- (b) Leadership
- (c) Motivation
- (d) Training

Q37. Which of the following is not a standing plan?

- (a) Policies
- (b) Procedures
- (c) Budgets
- (d) Methods

Q38. Match **List-I** with **List-II**

<b>List-I</b>	<b>List-II</b>
<b>Features of business environment</b>	<b>Applications</b>
(A) Dynamic nature	(I) Difficult to know the relative impact of the social environment on changes in demand for a product.
(B) Inter-relatedness	(II) Entry of new competitors in the market.
(C) Complexity	(III) New health products have changed people's lifestyles.
(D) Relativity	(IV) Demand for sarees may be fairly high in India, whereas it may be almost nonexistent in France.

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

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

Q39. Amita has a one-year-old son, and she is more conscious about her baby's health, so she avoids packaged food.

Identify the feature of the business environment reflected here.

- (a) Dynamic nature
- (b) Relativity
- (c) Specific and general forces
- (d) Inter-relatedness

Q40. Analyse the statements given below and identify which of the following is not the role of Consumer Organisations and NGOs?

- (a) Taking an initiative in filing cases in consumer courts in interest of general public
- (b) Withdraw the hazardous goods from sale
- (c) Organising training programmes and seminars etc to educate the general public
- (d) Providing legal assistance to consumers

**Comprehension:****[41-45] Case: Marketing Mix**

Amit owns a bakery business in a bustling city in India. His bakery specializes in handcrafted cakes and cookies. As competition increases, Amit decides to create a marketing strategy using the 4Ps of Marketing Mix to boost sales by satisfying customers better than his competitors.

Amit ensures that his products are unique by offering organic and customized cakes. He also adds gluten-free and vegan options to cater to health-conscious customers, emphasizing quality and innovation.

To attract a wide customer base, he adopts a competitive pricing strategy. For premium, customized cakes, he charges higher prices, but his regular cookies are competitive and reasonably priced to appeal to budget-conscious buyers.

He has decided to open outlets in high-footfall areas like malls and introduce an online delivery system to reach customers at their convenience. Amit uses social media platforms like Instagram and Facebook to promote his bakery, sharing visually appealing posts of his cakes. He also offers discounts during festivals and runs a referral program to encourage word-of-mouth marketing.

By carefully managing these elements of the marketing mix, Amit successfully boosts his sales and builds a loyal customer base.

Q41. What does Amit's promotion strategy include?

- (a) Discount offers and referral programs
- (b) Increasing product prices
- (c) Reducing product variety
- (d) Closing his outlets

Q42. What is the overall goal of the marketing mix?

- (a) To lower operational costs
- (b) To maximize profits and satisfy customers
- (c) To reduce competition
- (d) To avoid promotional expenses

Q43. Which of the following is NOT a part of the 4Ps of the marketing mix?

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

Q44. Which element of the marketing mix influences Amit's choice of high-footfall locations?

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

Q45. What pricing strategy is Amit using for regular cookies?

- (a) Premium pricing
- (b) Penetration pricing
- (c) Competitive pricing
- (d) Skimming pricing

**Comprehension:****[46-50] Consumer Rights and Responsibilities**

Sushma sent her blanket to a laundry shop for dry cleaning. The blanket was purchased at a price of Rs. 5000 . She had previously sent the blanket for dry cleaning with Sunflower Dry Cleaners and the blanket was cleaned well. However, she noticed that her blanket had white discoloration marks when she collected the blanket this time. On informing the dry cleaner, Sushma received a letter confirming that discoloration indeed appeared after the blanket was dry-cleaned. She contacted the dry cleaner multiple times and requested compensation for the discolored blanket but company denied any compensation. Upon consumer court's intervention, Sunflower Dry Cleaners agreed to compensate Rs. 3000 to Sushma for discolored the blanket.

Q46. Which of the following right was exercised by Sushma at the first instance?

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

Q47. Which of the following is not a ways/means of consumer protection?

- (a) Self regulation by business
- (b) Business associations
- (c) Government
- (d) NGO Regulation

Q48. Under Consumer Protection Act 2019, which is the appropriate authority from where Sushma could seek redressal?

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

Q49. Which of the following responsibility has been fulfilled by Sushma in the aforesaid case?

- (a) File a complaint in an appropriate consumer forum in case of a shortcoming in the quality of goods purchased and services availed
- (b) Be honest in dealings
- (c) Be aware of the various goods and services available in the market
- (d) Buy only standardized goods

Q50. Which of the following right helped Sushma to get compensation?

- (a) Right to be informed
- (b) Right to consumer education
- (c) Right to seek redressal
- (d) Right to be heard