

Q1. Which of the following is not a competency of an entrepreneur?

- (a) Efficiency orientation
- (b) Commitment to work contract
- (c) Persistence
- (d) Non concern for employee welfare

Q2. Which element of the product mix helps in fulfilling the Right To Information?

- (a) Branding
- (b) Packaging
- (c) Labelling
- (d) Trademark

Q3. .... ensures availability of finance whenever needed.

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

Q4. A firm is planning to increase its sales by 25% in the next quarter. Identify the feature of Management being highlighted.

- (a) Management is Goal Oriented Process
- (b) Management is Pervasive
- (c) Management is Continuous
- (d) Management is Art

Q5. "Worker of ABC Ltd were chit-chatting in their canteen about the behavior of their superior". This is an example of:

- (a) Formal communication
- (b) Grapevine communication
- (c) Personal barrier of communication
- (d) Organisational barrier

Q6. The factors affecting choice of capital structure are:

- (A) Cash flow position
- (B) Tax Rate
- (C) Nature of Business
- (D) Cost of debt

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

Q7. Arrange the steps in Controlling Process in correct sequence:

- (A) Analysing Deviations
- (B) Measurement of Actual Performance
- (C) Setting Performance Standards
- (D) Comparing actual performance with Standards

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)

Q8. Which of the following is not a characteristic of entrepreneurship?

- (a) Setting objectives
- (b) Innovation

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- (c) Lawful and purposeful activity  
(d) Systematic activity

Q9. "Tara Ltd is contacting the prospective buyers through its salesmen, who are creating awareness about their new range of products in Cosmetics". Identify the Element of Promotion Mix in this case.

- (a) Public relations  
(b) Sales Promotion  
(c) Personal Selling  
(d) Advertisement

Q10. Identify the correct sequence of steps in the Planning Process:

- (A) Evaluating alternative courses  
(B) Implementing the plan  
(C) Selecting an alternative  
(D) Follow-up action

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)

Q11. Which Consumer Right gives freedom to consumers to access a variety of products at competitive prices?

- (a) Right to Safety  
(b) Right to be Informed  
(c) Right to be Heard  
(d) Right to Choose/ be assured

Q12. Which financial decision relates to committing the company's finances on a long term basis to different assets?

- (a) Capital structure decision  
(b) Financing Decision  
(c) Capital Budgeting decision  
(d) Working Capital Decision

Q13. Name the Financial Decision which determines the capital structure of the company.

- (a) Investment Decision  
(b) Financing Decision  
(c) Dividend Decision  
(d) Capital Budgeting Decision

Q14. The Limitations of Planning are:

- (A) It reduces creativity  
(B) It works in a dynamic environment.  
(C) It involves huge costs  
(D) It is time-consuming

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

Q15. Match **List-I** with **List-II**

List-I	List-II
(A) Identification given to Product	(I) Trademark
(B) Part of Brand which can be spoken out	(II) Brand Mark
(C) Part of the brand which cannot be spoken out	(III) Brand Name

(D) Registered brand name	(IV) Brand
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Choose the **correct** answer from the options given below:

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

Q16. Match **List-I** with **List-II**

List-I	List-II
(A) Mix between owners fund and borrowed fund	(I) Financial risk
(B) Inability of business to meet its obligation of payment of interest	(II) Capital structure
(C) Proportion of debt and equity in overall capital	(III) Capital budgeting decision
(D) Decisions that affect the amount of assets, competitiveness and profitability of business	(IV) Financial leverage

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

Q17. Ms. Sonia is running her own boutique in a posh locality of Delhi on a large scale. She respects the opinions of her hired designers and supports them to perform their duties and accomplish organizational objectives. The type of leadership style adopted by her is:

- (a) Paternalistic
- (b) Authoritarian
- (c) Free-rein
- (d) Participative

Q18. The final result of the Organising Process is that the structure of the Organization is created. What sequence of steps is followed by managers for this:

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

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

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

Q19. When Span of Management Increases, the number of levels of Management in the Organisation:

- (a) Remains same
- (b) Increases
- (c) Decreases
- (d) Will multiply

Q20. The ends which the management seeks to achieve by its operations are:

- (a) Rule
- (b) Objectives
- (c) Policy
- (d) Method

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Q21. Identify the correct sequence of needs as per Maslow's Need Hierarchy Theory:

- (A) Safety and Security Needs
- (B) Physiological Needs
- (C) Esteem Needs
- (D) Affiliation Needs

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)

Q22. Name the Function of Management that initiates Action in the Organisation.

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

Q23. At which level of Management, does Directing take place in the organization?

- (a) Top level
- (b) Middle level
- (c) Lower level
- (d) At all levels of Management

Q24. Factors affecting the working capital requirement are:

- (A) Nature of Business
- (B) Seasonal factors
- (C) Credit availed
- (D) Stock market conditions

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

Q25. Which Organisational structure facilitates occupational specialization?

- (a) Horizontal structure
- (b) Network Structure
- (c) Functional Structure
- (d) Divisional Structure

Q26. "Adherence to the principles of management adds to knowledge, ability and understanding of managerial situations and circumstances".

Identify the point of importance of principles of management stated here.

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

Q27. "A notice is placed on the notice board of the firm specifying the details of the jobs available". This source of recruitment is:

- (a) Casual callers
- (b) Advertisement
- (c) Direct recruitment
- (d) Labour contractors

Q28. The aspects of staffing do not include:

- (a) Training

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- (b) Selection
- (c) Assignment of work
- (d) Recruitment

Q29. The factors affecting capital structure decisions are:

- (A) Fiscal policy
- (B) Stock market conditions
- (C) Control
- (D) Risk considerations

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

Q30. H.R. Manager of a firm estimated, Manpower requirements. What sequence of steps will he follow further?

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

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

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

Q31. Match **List-I** with **List-II**

<b>List-I</b>	<b>List-II</b>
<b>(Examples)</b>	<b>(Types of products)</b>
(A) Ice cream, medicine, newspaper	(I) Industrial products
(B) Clothes, shoes, jewellery	(II) Shopping products
(C) Rare collection of artwork, antiques	(III) Specialty products
(D) Raw materials, machines, tools	(IV) Convenience products

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

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

Q32. Match **List-I** with **List-II**

<b>List-I</b>	<b>List-II</b>
(A) No worker should be unduly favoured	(I) Equity
(B) Right material should be placed at right place	(II) Stability of Personnel
(C) Employees should not be transferred so frequently	(III) Order
(D) Manager should replace "I" with "We" in all his conversations	(IV) Espirit de Corps

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)

Q33. The last step in the process of selection is:

- (a) Job offer
- (b) Contract of employment
- (c) Selection decision
- (d) Reference checks

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

<b>List-I (Indicative explanation)</b>	<b>List-II (Features and importance of planning)</b>
(A) Involves looking ahead	(I) Reduces the risk of uncertainty
(B) Anticipate changes	(II) Mental exercise
(C) Activity of thinking rather than doing	(III) Futuristic
(D) Encourages new ideas	(IV) Innovative

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)

Q35. Which of the following statements is true regarding the nature of Principles of Management:

- (a) They are rigid in nature
- (b) They are flexible in nature
- (c) They provide a straight jacket solution
- (d) They are absolute in nature

Q36. The Importance of Consumer Protection from a consumer's point of view is:

- (A) Social Responsibility
- (B) Widespread exploitation of Consumers
- (C) Unorganized Consumers
- (D) Consumer Ignorance

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

Q37. The deliberate action of an enterprise to enhance and protect its image in society is known as:

- (a) Marketing
- (b) Public relations
- (c) Sales promotion
- (d) Advertising

Q38. Due to the carelessness of surgeon, Harish passed away within a week's time after his spine surgery. Who cannot file a case in this case?

- (a) The Consumer
- (b) Any Registered Consumer Association
- (c) A legal heir of the deceased consumer
- (d) Legal Representative of deceased

Q39. "ABC Ltd. sells products through company-approved retailers." Identify the type of channel of distribution in this case.

- (a) Zero level Channel
- (b) One level Channel
- (c) Two level Channel
- (d) Three level Channel

Q40. .... refers to storing and assorting products in order to create time utility in them.

- (a) Warehousing
- (b) Transportation
- (c) Communication
- (d) Order Processing

**Comprehension:**

**(41-45) Read the passage and answer the following questions:**

After completing her Bachelor's in Fashion Designing from a well known college in London, Aahana opened a boutique in a posh market in Delhi. She divided the work into smaller units and each employee was well-trained to perform his/her work efficiently. The sales persons are allowed to close a deal with the buyers by giving a maximum of 5% discount. Whereas the decision to give any further discount rests with Aahana as the final authority.

In the earlier period of her business venture, employees were asked to put in extra hours of work. In return, she had promised to give them a special incentive within a year. Therefore, when the business was doing well, she honored her commitment by giving a bonus to her employees. She also instructed employees that communication from top to bottom should follow the official lines of command.

However, she tends to be more biased towards her female employees when it comes to resolving conflicts among employees.

Q41. "When the business was doing well, she honored her commitment by giving a bonus to her employee". Identify the Principle of Management here.

- (a) Discipline
- (b) Order
- (c) Equity
- (d) Unity of Direction

Q42. "The sales persons are allowed to give a maximum of 5% discount, whereas the decision to give an extra discount rests with Aahana".

Identify the Principle of Management highlighted here.

- (a) Initiative
- (b) Authority and Responsibility
- (c) Unity of Command
- (d) Unity of Direction

Q43. "She tends to be biased towards female employees when it comes to resolving conflicts among employees." Which principle is being violated here?

- (a) Discipline
- (b) Order
- (c) Equity
- (d) Unity of Direction

Q44. "She divided the work in smaller units and each employee is well trained to perform his/her work efficiently".

Which Principle of Management is followed here?

- (a) Decentralisation
- (b) Discipline
- (c) Division of Work
- (d) Order

Q45. "She instructed employees that communication from top to bottom should follow the official lines of command". Identify the Principle of Management here.

- (a) Discipline
- (b) Order
- (c) Equity
- (d) Scalar Chain

**(46-50) Read the passage and answer the following questions:**

India's craft heritage is a reflection of its rich customs and traditions, deeply rooted in centuries of artistic excellence. The handicraft industry plays a significant role in the economy, offering immense potential for improving the balance of payments

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and earning foreign exchange earnings through exports. Understanding the business environment is crucial to charting a future course of action that supports artisans while promoting Indian advantages globally. In line with the Prime Minister's vision, the industry should be extended by linking traditional crafts with modern technology. Focus must be laid on changing the manufacturing process to ensure durability, meet global standards and foster innovation. This approach can open new markets and opportunities, boost India's soft power abroad, strengthen the sector that not only preserves its heritage but also creates employment & sustainable livelihood.

Q46. "The volume of exports of these products gives India an advantage in Balance of Payments and much needed Foreign Exchange."

Identify the Dimension of Business Environment.

- (a) Economic
- (b) Social
- (c) Political
- (d) Technical

Q47. "The Prime Minister desires that the Handicrafts Industry should be expanded by linking it with technology".

Identify the Dimension of Business Environment.

- (a) Economic
- (b) Social
- (c) Political
- (d) Legal

Q48. "India's craft heritage is surviving because of its customs and tradition." Identify the dimension of the business environment.

- (a) Economic
- (b) Social
- (c) Legal
- (d) Technical

Q49. "Understanding of Business Environment can be the basis for deciding the future course of action". Identify the Importance of Business Environment.

- (a) It helps in tapping useful resources
- (b) It helps in coping with rapid changes
- (c) It helps in Improving Performance
- (d) It helps in assisting in Planning and policy formulation.

Q50. "Focus should be on changing the manufacturing process, ensuring durability and adopting innovations".

Identify the Dimension of Business Environment.

- (a) Economic Environment
- (b) Social Environment
- (c) Legal Environment
- (d) Technological Environment