

Q1. Which of the following factors are related to the economic environment?

- (a) Balance of Payments and Budgets
- (b) Life expectancy and expectations from the workforce
- (c) Legislations passed by the government and regulations laid down by government authorities.
- (d) Technological developments and innovations

Q2. In an organization, the major departments are toys, telecommunications, fabrics and automobiles. The type of organizational structure adopted here is:

- (a) Staff organisation
- (b) Functional structure
- (c) Committee organisation
- (d) Divisional structure

Q3. Arun has been promoted as production manager of the North-East division of a company. Now he is working at:

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

Q4. Identify the process with the help of which a manager brings order out of chaos, removes conflict among people over work and creates an environment suitable for teamwork.

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

Q5. Money required for carrying out the business activities is known as:

- (a) Financial Planning
- (b) Money measurement
- (c) Business Finance
- (d) Money market

Q6. Which of the following are inseparable twins of management functions?

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

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

<b>List-I</b>	<b>List-II</b>
<b>Statement</b>	<b>Fayol's Principles</b>
(A) Each individual should be assigned one part of the work.	(I) Principles of Order
(B) There should be one plan of actions for a group of activities.	(II) Unity of Command
(C) An employee should take orders from one superior only.	(III) Unity of Direction
(D) A place for everything and everything in its place.	(IV) Division of work

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

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

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Q8. The CFO of a company wants to change the capital structure of the company. Identify the factors which affect the choice of capital structure.

- (A) Stock Market Condition
- (B) Tax Rate
- (C) Cost of Equity
- (D) Level of Competition

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

Q9. "An attempt to control everything results in controlling nothing". This refers to:

- (a) Management by Objectives
- (b) Management by Control
- (c) Management by Exception
- (d) Remedial Plan

Q10. Which of the following are the importance of business environment?

- (A) Helping firms to identify the opportunities
- (B) Helping firms in improving performance
- (C) Helping firms in planning and policy formulation
- (D) Helping firms in coping with turbulent 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

Q11. Arrange the following steps of the process of entrepreneurial development in a logical sequence

- (A) Gathering resources
- (B) Changing with time
- (C) Persuading others
- (D) Sensing an opportunity

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

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

Q12. Arrange the following steps of organizing in a logical manner.

- (A) Grouping similar activities
- (B) Determining the key activities
- (C) Assigning responsibilities
- (D) Coordinating relationships

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

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

Q13. Which of the following are the objectives of standardisation in a business organisation?

- (A) To reduce a given line or product to fixed types, sizes and characteristics.
- (B) To establish interchange ability of manufactured parts and products.
- (C) To establish standards of excellence and quality in materials.
- (D) To establish standards of performance appraisal for human resources only.

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

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

Q14. Financial leverage is associated with which of the following?

- (A)  $\frac{\text{Debt}}{\text{Debt} + \text{Capital}}$   
 (B)  $\frac{\text{Debt}}{\text{Equity}}$   
 (C)  $\frac{\text{Equity}}{\text{Debt} + \text{Capital}}$   
 (D)  $\frac{\text{Debt}}{\text{Debt} + \text{Equity}}$

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

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

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

List-I	List-II
Consumer Rights	Statement
(A) Right to be informed	(I) Manufacturing date, ingredients, price, quantity of the product etc.
(B) Right to safety	(II) Customers can raise complaints with the customer care division of the company.
(C) Right to seek redressal	(III) Warning: Use only for low current devices.
(D) Right to be heard	(IV) A consumer has a right to get relief in case the product falls short of his expectations.

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

Q16. Delegation of authority is an important instrument for effective management. Which of the following is another point of importance of delegation?

- (a) Employee development  
 (b) Leads to slow and better decisions  
 (c) Dependence on executives  
 (d) Increase in labor turnover

Q17. "A manager starts planning before the work begins and when work is accomplished, planning for the other work starts". Identify the feature of planning reflected by the given statement.

- (a) Planning is goal oriented  
 (b) Planning is pervasive  
 (c) Planning is continuous  
 (d) Planning is forecasting

Q18. Which of the following is NOT an 'On the Job Method' of training?

- (a) Apprenticeship  
 (b) Job rotation  
 (c) Internship Training  
 (d) Vestibule Training

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Q19. Match List-I with List-II

List-I	List-II
Functions	Activity
(A) Planning	(I) Analysing Deviations
(B) Organising	(II) Setting goals in advance
(C) Directing	(III) Communicating effectively
(D) Controlling	(IV) Grouping tasks

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

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

Q20. Arrange the steps of the controlling process in a logical sequence.

- (A) Corrective action might involve training of employees if the production target could not be met.
- (B) Setting standards of performance
- (C) Performance of a worker in terms of units produced is measured against the standard output.
- (D) Critical point control and management by exception should be used in case of deviations.

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

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

Q21. Identify the internal factor that motivates a person to become an entrepreneur.

- (a) Passion
- (b) Availability of raw material
- (c) Demand of the product
- (d) Government assistance and support

Q22. Arrange the following elements of communication in a logical sequence

- (A) Message
- (B) Media
- (C) Encoding
- (D) Receiver

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) (A), (B), (D), (C)

Q23. Which of the following is NOT an element of directing?

- (a) Supervision
- (b) Motivation
- (c) Leadership
- (d) Performance Appraisal

Q24. Which of the following are the role of NGOs and consumer organizations for the protection of consumers?

- (A) Carrying out testing of consumer products
- (B) Taking initiatives in filing cases in consumer courts for individuals only
- (C) Providing legal assistance to consumers by way of providing aid, legal advice etc.
- (D) Publishing periodicals to impart knowledge about consumer problems and relief available.

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

- (a) (A), (C) and (D) only

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

Q25. Arrange the following steps of the selection process in a logical sequence

- (A) Physical or Medical Examination
- (B) Checking references
- (C) Filling in of blank application form
- (D) Employment test

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), (D), (B), (A)

Q26. In the context of the types of plan, identify the correct statement.

- (a) Objectives need to be expressed in specific terms.
- (b) Policy refers to specific statements which are decided for the guidance of top management only.
- (c) Procedure refers to the plan which tells us what is to be done and what not to be done.
- (d) Rules refer to a plan that covers a large organizational activity and specifies main steps and its orders.

Q27. Which of the following is NOT the consumer's responsibility while purchasing goods and services?

- (a) Buy only standardized goods
- (b) Engage in scrupulous practices
- (c) Read labels carefully
- (d) Ensure a fair deal

Q28. Barriers which are concerned with problems and obstructions in the process of encoding and decoding of message into words or impressions are known as:

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

Q29. Which of the following is NOT an external source of recruitment?

- (a) Direct Recruitment
- (b) Advertisements
- (c) Employment Exchange
- (d) Transfer

Q30. Which of the following sets upper limit of price which a buyer is ready to pay?

- (a) Product Cost
- (b) Utility and Demand
- (c) Extent of competition in the market
- (d) Pricing Objectives

Q31. Which of the following clearly explains the manner in which decision-making authority is dispersed at hierarchical levels?

- (a) Communication
- (b) Decentralisation
- (c) Centralisation
- (d) Coordination

Q32. Which of the following is NOT a characteristic of coordination?

- (a) Coordination disintegrates group efforts
- (b) Coordination ensures unity of action
- (c) Coordination is a continuous process
- (d) Coordination is a deliberate function

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Q33. Which of the following is an important factor to be considered in long-term investment decisions?

- (a) Control Consideration
- (b) Stability of Earnings
- (c) Contractual Constraints
- (d) Rate of Return

Q34. Which of the following is a long-term source of finance?

- (a) Debt
- (b) Bills Receivable
- (c) Cash at Bank
- (d) Bank Overdraft

Q35. Which of the following element is closely linked to overseeing the work, guiding and ensuring that targets are met by workers and employees?

- (a) Motivation
- (b) Leadership
- (c) Supervision
- (d) Communication

Q36. Which of the following is NOT a Right under the Consumer Protection Act 2019?

- (a) Right to Consumer Education
- (b) Right to be Heard
- (c) Right to Sale
- (d) Right to Seek Redressal

Q37. Match **List-I** with **List-II**

<b>List-I</b>	<b>List-II</b>
<b>Types of plan</b>	<b>Description</b>
(A) Policies	(I) General statement or understanding that guides thinking in decision-making.
(B) Rules	(II) Detailed statement about a project.
(C) Procedures	(III) Pre-determined decision which has to be applied in special circumstances.
(D) Programme	(IV) Exact way of doing work

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

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

Q38. Which of the following is NOT an advantage of formal organization?

- (a) Fixation of Responsibility
- (b) Clarity of Roles
- (c) Unity of Command
- (d) Speed

Q39. Match **List-I** with **List-II**

<b>List-I</b>	<b>List-II</b>
<b>Decision</b>	<b>Activity</b>
(A) Long-term Investment Decision	(I) Choice of Technique
(B) Working Capital Decision	(II) Cash Management
(C) Fixed Capital Decision	(III) Raising capital by issuing shares/debentures
(D) Financing Decision	(IV) Capital Budgeting

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

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

Q40. Which of the following is NOT a factor affecting working capital requirements?

- (a) Production Cycle
- (b) Inflation
- (c) Growth Prospects
- (d) Floatation Cost

### Comprehension:

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

Shilpa Rai is a 37-year old entrepreneur who grew up in a rural district of South Kannada. She was very good at art and craft, particularly wax molds. She loved to make candles. Often she makes toys and small pieces of art with wax and uses them as a gift for her friends and relatives. She is always involved in helping poor women of the area by providing them with jobs after imparting necessary skills. She believes that she is getting her work done as well as helping the needy section of society. Since it is a small business, she performs all the functions of business management herself. But she knows that the workers are not from a sound background, and they need motivation to perform efficiently and effectively. Slowly, the business is growing noticeably as the number of orders is increasing. As the orders are increasing, the production cost is declining. Based on the knowledge and experience that Shilpa acquired in her business, she smartly handles all the critical situations.

Q41. "Slowly the business is growing as the number of orders are increasing, and the production cost is declining."

Which of the following concept is causing the decrease in production cost here?

- (a) Economies of Sale
- (b) Economies of Production
- (c) Economies of Scope
- (d) Economies of Scale

Q42. "Based on the knowledge and experience that Shilpa acquired in her business, she smartly handles all the critical situations". This statement suggests that management is based on:

- (a) Flexibility
- (b) Practice and Creativity
- (c) Systematised body of knowledge
- (d) Relativity

Q43. "She is always involved in helping poor women of the area by providing them with jobs after imparting necessary skills". Which objective of management is reflected in this statement?

- (a) Personal objective
- (b) Organisational objective
- (c) Social objective
- (d) Administrative objective

Q44. "She believes that she is getting her work done as well as helping the needy section of society." Identify the concept reflected in the above statement.

- (a) Management
- (b) Charity
- (c) Coordination
- (d) Administration

Q45. "Since it is a small business, she performs all the functions of business management herself". Identify the functions of management performed by Shilpa in the above case.

- (a) Planning, Coordinating and Controlling
- (b) Planning, Staffing, Training and Controlling
- (c) Planning, Organising, Staffing, Directing and Controlling
- (d) Planning, Organising, Coordinating and Controlling

**Comprehension:**

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

LuxeShoe is a premium footwear brand that recently launched a new line of sneakers. Their target audience consists of young, fashion-forward individuals who are willing to spend a bit more for quality and style. LuxeShoe's marketing strategy focuses on creating an emotional connection with consumers through its branding, emphasizing comfort, durability, and sleek designs. The packaging of the shoes is carefully designed to reflect the brand's premium image, with each pair of sneakers coming in a sturdy, eco-friendly box adorned with the brand logo and minimalist graphics.

The brand uses a mix of traditional and digital marketing channels, including influencer partnerships, social media ads, and collaborations with fashion designers. LuxeShoe also offers a loyalty program, where customers receive discounts for every purchase and referrals. The brand's strong presence in retail stores, with dedicated sections for its products, further solidifies its image as a premium brand.

Q46. What aspect of the product packaging reflects the brand's premium image?

- (a) Bright Colors
- (b) Sturdy, Eco-friendly box
- (c) Large Logos
- (d) Plastic Wrapping

Q47. LuxeShoe's use of social media ads primarily influences which part of the marketing mix?

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

Q48. What is the role of LuxeShoe's loyalty program in their marketing strategy?

- (a) To reduce production costs
- (b) To enhance customer retention
- (c) To decrease the brand's value
- (d) To increase packaging costs

Q49. Which of the following is part of LuxeShoe's marketing mix?

- (a) Quality Control Process
- (b) Packaging and Product Promotion
- (c) Employee Training
- (d) Shipping Logistics

Q50. The eco-friendly packaging strategy of LuxeShoe is part of which element of the marketing mix?

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

