

Section : Business Studies

**Q.1** Which of the following statements are correct?

- (A) In addition to his rights, a consumer should also keep in mind his responsibilities while purchasing goods/services.
- (B) From the point of consumers, consumer protection is important because consumers are ignorant, unorganized and exploited by sellers.
- (C) Any registered consumers' association can file a complaint.
- (D) The Consumer Protection Act provides for setting up of a two-tier enforcement machinery at the District and State levels.

Choose the correct answer from the options given below:

- 1. (A), (B) and (D) only
- 2. (A), (B) and (C) only
- 3. (A), (B), (C) and (D)
- 4. (B), (C) and (D) only

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

**Q.2** The factors affecting the choice of capital structure are:

- (A) Business Cycle
- (B) Cost of debt
- (C) Return on Investment
- (D) Cost of Equity

Choose the correct answer from the options given below:

- 1. (A), (B) and (D) only
- 2. (A), (B) and (C) only
- 3. (A), (B), (C) and (D)
- 4. (B), (C) and (D) only

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

**Q.3** Coordination is the force that binds all the other functions of management. In light of this, which of the following statement is incorrect

- 1. It is a deliberate function.
- 2. It is the exclusive responsibility of top level managers only.
- 3. It is a continuous process.
- 4. It ensures unity of action.

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

**Q.4** Training is conducted away from the work floor". Identify the type of training

- 1. Vestibule Training
- 2. Internship Training
- 3. Apprenticeship Programmes
- 4. Coaching

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

**Q.5** Match List-I with List-II

- | List-I         | List-II  |
|----------------|--|
| (A) Brand Name | (I) That part of a brand which can be recognised |
| (B) Brand Mark | (II) Brand that is given legal protection        |

List-I	List-II
(C) Brand	(III) That part of a brand, which can be spoken
(D) Trade Mark	(IV) a name, term, sign, symbol, design or some combination of them

Choose the correct answer from the options given below:

1. (A) - (I), (B) - (II), (C) - (III), (D) - (IV)
2. (A) - (I), (B) - (III), (C) - (II), (D) - (IV)
3. (A) - (III), (B) - (I), (C) - (IV), (D) - (II)
4. (A) - (III), (B) - (IV), (C) - (I), (D) - (II)

Options 1. 1

2. 2
3. 3
4. 4

**Q.6 Match List-I with List-II**

List-I (Principle of Management)	List-II (Description)
(A) Scalar Chain	(I) Employee turnover should be minimized to maintain organisational efficiency.
(B) Equity	(II) Promote a team spirit of unity and harmony among employees.
(C) Stability of Personnel	(III) The formal lines of authority from highest to lowest ranks.
(D) Esprit de Corps	(IV) To ensure fairness to all employees, who should be treated fairly.

Choose the correct answer from the options given below:

1. (A) - (I), (B) - (II), (C) - (III), (D) - (IV)
2. (A) - (I), (B) - (III), (C) - (II), (D) - (IV)
3. (A) - (III), (B) - (IV), (C) - (I), (D) - (II)
4. (A) - (III), (B) - (IV), (C) - (II), (D) - (I)

Options 1. 1

2. 2
3. 3
4. 4

**Q.7 Which of the following are the advantages of decentralization?**

- (A) It facilitates quick decisions and improves the quality of the decisions.
- (B) It provides actual work experience to a large number of middle and lower managers.
- (C) It ensures strict control at all levels.
- (D) Provides relief to top management.

Choose the correct answer from the options given below:

1. (A), (B) and (D) only
2. (A), (C) and (D) only
3. (A), (B), (C) and (D)
4. (B), (C) and (D) only

Options 1. 1

2. 2
3. 3
4. 4

**Q.8 General stability and peace in the country and specific attitudes that government representatives hold towards business signify which aspect of the business environment?**

1. Legal Environment
2. Technological Environment
3. Economic Environment
4. Political Environment

Options 1. 1

2. 2
3. 3
4. 4

**Q.9 Match List-I with List-II**

**List-I**

**List-II**

(A) EBIT-EPS

(I) Credit availed

(B) Fixed capital decision

(II) Financial leverage

(C) Working capital Decision

(III) Capital Structure

(D) Cost of equity and debt

(IV) Financing alternatives

Choose the correct answer from the options given below:

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

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

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

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

Options 1. 1

2. 2

3. 3

4. 4

**Q.10 Which of the following is not a characteristic of business environment?**

1. Specific and General forces

2. Relativity

3. Inter-relatedness

4. Static Nature

Options 1. 1

2. 2

3. 3

4. 4

**Q.11 \_\_\_\_\_ lays down the course of action selected to guide and determine present and future decisions.**

1. Procedures

2. Policy

3. Plans

4. Methods

Options 1. 1

2. 2

3. 3

4. 4

**Q.12 Choose the correct order of controlling process.**

(A) Comparison of actual performance with standards

(B) Setting performance standards & measurement of actual performance

(C) Taking corrective action

(D) Analysing deviations

Choose the correct answer from the options given below:

1. (A), (B), (C), (D)

2. (A), (C), (B), (D)

3. (B), (A), (D), (C)

4. (C), (B), (D), (A)

Options 1. 1

2. 2

3. 3

4. 4

**Q.13 Which is not a need identified by Abraham Maslow?**

1. Security need

2. Esteem need

3. Belonging need

4. Hygiene need

Options 1. 1

2. 2

3. 3

4. 4

**Q.14** Which of the following statements are correct?

- (A) Management is all pervasive.
- (B) Management is multidimensional.
- (C) Management is a group activity.
- (D) Management is an intangible force.

Choose the correct answer from the options given below:

- 1. (A), (B) and (D) only
- 2. (A), (B) and (C) only
- 3. (A), (B), (C) and (D) only
- 4. (B), (C) and (D) only

Options 1. 1

2. 2

3. 3

4. 4

**Q.15** Which of the following is not a part of entrepreneurial motivation?

- 1. Need for power
- 2. Need for risk
- 3. Need for affiliation
- 4. Need for autonomy

Options 1. 1

2. 2

3. 3

4. 4

**Q.16** Choose the correct order of need hierarchy given by Maslow.

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

Choose the correct answer from the options given below:

- 1. (A), (B), (C), (D)
- 2. (A), (C), (B), (D)
- 3. (B), (A), (D), (C)
- 4. (C), (B), (D), (A)

Options 1. 1

2. 2

3. 3

4. 4

**Q.17** Which of the following statements are correct?

- (A) Deciding about the capital structure of a firm determining the relative proportion of various types of funds.
- (B) Capital structure decision is essentially affected by the regulatory framework provided by the law.
- (C) Capital structure depends on factors like cash flow position, Return on Investment, Cost of debt & Equity etc.
- (D) Capital structure refers to the mix between reserves and borrowed funds.

Choose the correct answer from the options given below:

- 1. (A), (B) and (D) only
- 2. (A), (B) and (C) only
- 3. (A), (B), (C) and (D)
- 4. (B), (C) and (D) only

Options 1. 1

2. 2

3. 3

4. 4

**Q.18** Match List-I with List-II

**List-I**

- (A) Right to be assured/choose
- (B) Right to seek redressal
- (C) Right to Consumer Education
- (D) Right to be informed

**List-II**

- (I) The consumer has the freedom to access a variety of products at competitive prices.
- (II) The consumer has a right to acquire knowledge and to be well-informed.
- (III) The consumer has a right to know its ingredients, date of manufacture, price, quantity, etc.
- (IV) The consumer has a right to get relief against unfair trade practices.

Choose the correct answer from the options given below:

- 1. (A) - (I), (B) - (IV), (C) - (II), (D) - (III)
- 2. (A) - (II), (B) - (III), (C) - (I), (D) - (IV)
- 3. (A) - (I), (B) - (II), (C) - (IV), (D) - (III)
- 4. (A) - (III), (B) - (IV), (C) - (I), (D) - (II)

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

**Q.19** Which of the following is not a source of external recruitment?

- 1. Campus recruitment
- 2. Casual callers
- 3. Web publishing
- 4. Promotion

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

**Q.20** Which management principle focuses on maintaining high morale among employees?

- 1. Discipline
- 2. Subordination of individual interest to common good
- 3. Esprit de corps
- 4. Scalar Chain

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

**Q.21** Choose the correct order of planning process.

- (A) Developing Premises
- (B) Evaluating alternative courses
- (C) Identifying alternative courses of action
- (D) Implementing the plan

Choose the correct answer from the options given below:

- 1. (A), (B), (C), (D)
- 2. (A), (C), (B), (D)
- 3. (B), (A), (D), (C)
- 4. (C), (B), (D), (A)

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

**Q.22** \_\_\_\_\_ are referred to as inseparable twins of management.

- 1. Staffing and Planning
- 2. Planning and Controlling
- 3. Planning and Implementation
- 4. Directing and Organising

Options 1. 1

- 2. 2

3. 3

4. 4

**Q.23 Choose the correct order of steps in the communication process.**

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

Choose the correct answer from the options given below:

- 1. (A), (C), (D), (B)
- 2. (A), (C), (B), (D)
- 3. (A), (D), (C), (B)
- 4. (C), (A), (D), (B)

Options 1. 1

2. 2

3. 3

4. 4

**Q.24 Identify the advantage of Critical Point Control and Management by Exception.**

- 1. Judging accuracy of standards
- 2. Improving employee motivation
- 3. It identifies critical problems which need timely action
- 4. Facilitating coordination in action

Options 1. 1

2. 2

3. 3

4. 4

**Q.25 Which of the following is the importance of controlling?**

- 1. Difficulty in setting quantitative standards
- 2. Costly affair
- 3. Facilitating coordination in action
- 4. Resistance from employees

Options 1. 1

2. 2

3. 3

4. 4

**Q.26 \_\_\_\_\_ is usually developed once but is modified from time to time to meet business needs as required.**

- 1. Standing Plan
- 2. Single-use Plan
- 3. Short term plans
- 4. Strategic plans

Options 1. 1

2. 2

3. 3

4. 4

**Q.27 Match List-I with List-II**

**List-I**

(A) Job Enrichment

(B) Job security

(C) Employee Empowerment

(D) Employee participation

**List-II**

(I) Giving more autonomy and powers to subordinates.

(II) Involving employees in decision making of the issues related to them.

(III) Concerned with certain stability about future income and work.

(IV) Jobs include a greater variety of work, and require a higher level of knowledge and skill.

Choose the correct answer from the options given below:

1. (A) - (IV), (B) - (II), (C) - (III), (D) - (I)
2. (A) - (IV), (B) - (III), (C) - (II), (D) - (I)
3. (A) - (I), (B) - (II), (C) - (IV), (D) - (III)
4. (A) - (IV), (B) - (III), (C) - (I), (D) - (II)

Options 1. 1

2. 2
3. 3
4. 4

**Q.28** Who gave the concepts of 'mental revolution' and 'Harmony, Not Discord'?

1. Peter Drucker
2. Fredrick Winslow Taylor
3. Henri Fayol
4. Philip Kotler

Options 1. 1

2. 2
3. 3
4. 4

**Q.29** Which of the following is not a decision in financial management?

1. Financing Decisions
2. Pricing Decisions
3. Investing Decisions
4. Dividend Decisions

Options 1. 1

2. 2
3. 3
4. 4

**Q.30** All are important tests for selection of employees, except:

1. Aptitude Test
2. Personality Tests
3. Reference Test
4. Interest Tests

Options 1. 1

2. 2
3. 3
4. 4

**Q.31** Eliciting the support of others in the venture". This statement is related to which entrepreneurial competency?

1. Persuasion
2. Self confidence
3. Assertiveness
4. Use of influence strategies

Options 1. 1

2. 2
3. 3
4. 4

**Q.32** Which of the following is not a feature of Planning?

1. Planning is pervasive
2. Futuristic and involves decision making
3. One-time activity
4. A primary function of management

Options 1. 1

2. 2
3. 3
4. 4

**Q.33** Choose the correct order of staffing process.

- (A) Estimating Manpower Requirements
- (B) Placement and Orientation
- (C) Selection
- (D) Training and Development

Choose the correct answer from the options given below:

- 1. (A), (B), (C), (D)
- 2. (A), (C), (B), (D)
- 3. (B), (A), (D), (C)
- 4. (C), (B), (D), (A)

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

**Q.34** Chief Executive Officer, Chief Finance Officer, Vice President(Marketing) belong to:

- 1. Non-operational level
- 2. Top level
- 3. Middle level
- 4. Supervisory level

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

**Q.35** Which of the following is an example of Social Environment?

- 1. Educational system and literacy rates
- 2. Rates of saving and investment
- 3. Dominant ideologies and values of major political parties
- 4. Planned outlay in private and public sectors

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

**Q.36** Ethical code of conduct characteristic is related to:

- 1. Management as a profession
- 2. Management as an art
- 3. Management as Science
- 4. Management as both Science and art

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

**Q.37** All the units of an organisation should move towards the same objectives through coordinated and focused efforts. Identify this principle of management.

- 1. Unity of Command
- 2. Scalar Chain
- 3. Unity of Direction
- 4. Authority and Responsibility

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

**Q.38** Which of the following is not the principle of directing?

- 1. Unity of command
- 2. Harmony of objectives
- 3. Leadership
- 4. Corrective action

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

**Q.39** To find out the best way of doing the job is known as:

- 1. Method Study
- 2. Motion Study
- 3. Time Study
- 4. Fatigue study

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

**Q.40** The impact of financial leverage on the profitability of a business can be seen through:

- 1. EBIT-EPS analysis
- 2. Break even Analysis
- 3. Fundflow analysis
- 4. Cash flow statement

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

**Q.41** Read the passage and answer the following questions.

**Wipro Technologies, one of India's largest IT solutions providers, restructured its organization in its bid to compete globally with giants like IBM and Accenture. This restructuring aimed to improve customer orientation and operational efficiency, critical to Wipro's ambition of becoming a global technology leader.**

**The company transitioned from a centralized management system to a decentralized structure, dividing its operations into several self-sufficient subsidiaries focused on specific product lines, such as telecommunications, engineering, and financial services. Each subsidiary operates independently, managing its personnel, accounting, and administrative functions. This decentralization empowered business leaders to take greater responsibility for growth and eliminated an entire layer of executives to streamline operations.**

**Azim Premji, Wipro's then-chairman, emphasized the importance of this shift, noting that it gave leaders more autonomy and enhanced decision-making at the operational level. This organizational change helped Wipro achieve specialization and allowed better alignment of resources with customer needs.**

**Despite the advantages of decentralization, including flexibility, faster decision-making, and enhanced accountability, it also posed challenges, such as coordination among subsidiaries and maintaining consistency in strategic objectives. Wipro addressed these challenges by clearly defining roles and responsibilities across its new structure.**

**What was the primary objective behind Wipro's organizational restructuring?**

- 1. To reduce operational costs
- 2. To improve customer orientation and global competitiveness
- 3. To increase the number of employees
- 4. To focus on local markets

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

**Q.42** Read the passage and answer the following questions.

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What significant organizational change did Wipro make during restructuring?

1. Launched new subsidiaries without leadership roles
2. Empowered leaders by removing a layer of executives
3. Centralized decision-making processes
4. Introduced new technology for all operations

Options 1. 1

2. 2

3. 3

4. 4

**Q.43** Read the passage and answer the following questions.

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Despite the advantages of decentralization, including flexibility, faster decision-making, and enhanced accountability, it also posed challenges, such as coordination among subsidiaries and maintaining consistency in strategic objectives. Wipro addressed these challenges by clearly defining roles and responsibilities across its new structure.

What was the key challenge faced by the Wipro during its restructuring process?

1. Decrease in customer satisfaction
2. Lack of employee specialization
3. Coordination among subsidiaries
4. High employee turnover

Options 1. 1

2. 2

3. 3

4. 4

**Q.44** Read the passage and answer the following questions.

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How did decentralization benefit Wipro?

1. Increased consistency in decisions
2. Improved employee retention
3. Faster decision-making and greater flexibility
4. Reduced investment in subsidiaries

Options 1. 1

2. 2

3. 3

4. 4

**Q.45** Read the passage and answer the following questions.

Wipro Technologies, one of India's largest IT solutions providers, restructured its organization in its bid to compete globally with giants like IBM and Accenture. This restructuring aimed to improve customer orientation and operational efficiency, critical to Wipro's ambition of becoming a global technology leader.

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Despite the advantages of decentralization, including flexibility, faster decision-making, and enhanced accountability, it also posed challenges, such as coordination among subsidiaries and maintaining consistency in

strategic objectives. Wipro addressed these challenges by clearly defining roles and responsibilities across its new structure.

Which management system did Wipro adopted during its restructuring?

1. Functional structure
2. Centralized structure
3. Divisional structure
4. Hierarchical structure

Options 1. 1

2. 2
3. 3
4. 4

**Q.46** Read the passage and answer the following questions.

Neha is the founder of EcoFresh, a company that produces organic skincare products. With growing consumer interest in eco-friendly products, Neha decides to launch a new herbal face cream. To ensure the success of this product, Neha carefully designs her marketing strategy by considering the various elements of the marketing mix.

Neha emphasizes the uniqueness of the product by highlighting its 100% organic ingredients and chemical-free formulation. She also ensures attractive packaging made from biodegradable materials to align with the eco-friendly image of the brand.

After conducting market research, Neha decides to use a competitive pricing strategy. This strategy positions the product as high-quality yet reasonably priced.

To ensure availability, Neha uses a multi-channel distribution strategy. The cream is sold through physical retail stores, online platforms, and EcoFresh's exclusive website.

For promotion, Neha employs a mix of strategies. She launches a social media campaign showcasing the benefits of the cream and collaborates with beauty influencers to create awareness. Additionally, she organizes free product trials at retail outlets and offers discounts for first-time buyers.

Within six months of launch, the herbal face cream becomes one of EcoFresh's best-selling products. The marketing mix plays a crucial role in this success by effectively addressing customer needs, ensuring product accessibility, and building brand awareness.

What pricing strategy did Neha use?

1. Penetration pricing
2. Competitive pricing
3. Premium pricing
4. Skimming pricing

Options 1. 1

2. 2
3. 3
4. 4

**Q.47** Read the passage and answer the following questions.

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Within six months of launch, the herbal face cream becomes one of EcoFresh's best-selling products. The marketing mix plays a crucial role in this success by effectively addressing customer needs, ensuring product accessibility, and building brand awareness.

What is the key goal of the marketing mix?

1. To reduce production costs
2. To meet customer needs effectively
3. To increase employee salaries
4. To decrease competition

Options 1. 1

2. 2
3. 3
4. 4

**Q.48** Read the passage and answer the following questions.

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Within six months of launch, the herbal face cream becomes one of EcoFresh's best-selling products. The marketing mix plays a crucial role in this success by effectively addressing customer needs, ensuring product accessibility, and building brand awareness.

What feature of the product aligns with its eco-friendly branding?

1. Low price
2. Biodegradable packaging
3. Wide distribution network
4. Celebrity endorsements

Options 1. 1

2. 2
3. 3
4. 4

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To ensure availability, Neha uses a multi-channel distribution strategy. The cream is sold through physical retail stores, online platforms, and EcoFresh's exclusive website.

For promotion, Neha employs a mix of strategies. She launches a social media campaign showcasing the benefits of the cream and collaborates with beauty influencers to create awareness. Additionally, she organizes free product trials at retail outlets and offers discounts for first-time buyers.

Within six months of launch, the herbal face cream becomes one of EcoFresh's best-selling products. The marketing mix plays a crucial role in this success by effectively addressing customer needs, ensuring product accessibility, and building brand awareness.

What promotional strategy was used at retail outlets?

1. Free product trials
2. Bulk discounts
3. Loyalty rewards
4. Buy-one-get-one-free offers

Options 1. 1

2. 2

3. 3

4. 4

**Q.50** Read the passage and answer the following questions.

Neha is the founder of EcoFresh, a company that produces organic skincare products. With growing consumer interest in eco-friendly products, Neha decides to launch a new herbal face cream. To ensure the success of this product, Neha carefully designs her marketing strategy by considering the various elements of the marketing mix.

Neha emphasizes the uniqueness of the product by highlighting its 100% organic ingredients and chemical-free formulation. She also ensures attractive packaging made from biodegradable materials to align with the eco-friendly image of the brand.

After conducting market research, Neha decides to use a competitive pricing strategy. This strategy positions the product as high-quality yet reasonably priced.

To ensure availability, Neha uses a multi-channel distribution strategy. The cream is sold through physical retail stores, online platforms, and EcoFresh's exclusive website.

For promotion, Neha employs a mix of strategies. She launches a social media campaign showcasing the benefits of the cream and collaborates with beauty influencers to create awareness. Additionally, she organizes free product trials at retail outlets and offers discounts for first-time buyers.

Within six months of launch, the herbal face cream becomes one of EcoFresh's best-selling products. The marketing mix plays a crucial role in this success by effectively addressing customer needs, ensuring product accessibility, and building brand awareness.

How did Neha promote the product online?

1. By offering free home delivery

- 2. By running newspaper advertisements
- 3. By conducting email marketing
- 4. Through social media campaigns and influencer collaborations

Options 1. 1

2. 2

3. 3

4. 4

