

**SAMPLE CONTENT**

# 15 PRACTICE PAPER SET

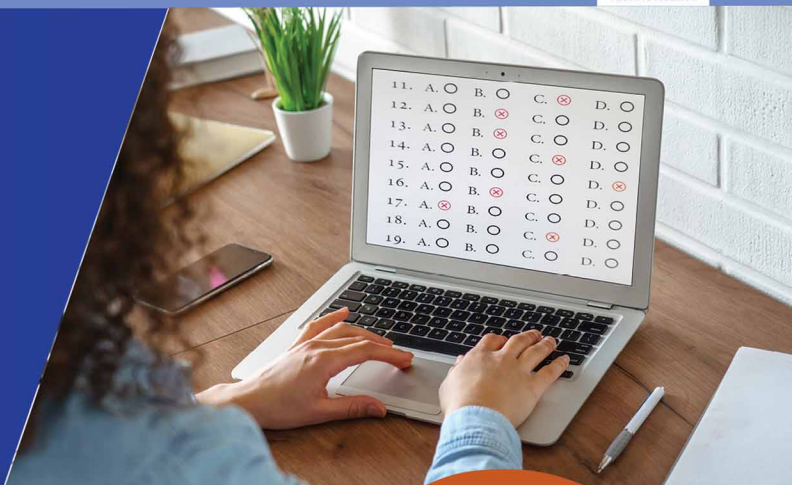


IN ACCORDANCE WITH THE LATEST CUET (UG) PAPER CONDUCTED BY



# CUET (UG)

Common University Entrance Test



## BUSINESS STUDIES & ENTREPRENEURSHIP

Section - II  
CODE: 305  
& 311

### Features:

- ▶ Created as per the syllabus prescribed by NTA
- ▶ In accordance with the latest CUET (UG) Paper conducted by NTA
- ▶ Set of 15 full length Question Papers with Answers
- ▶ Exhaustive coverage of all types of questions based on the latest CUET (UG) question paper
- ▶ Includes CUET (UG) 2022 Business Studies and Entrepreneurship Question Paper with solution 6<sup>th</sup> Oct 2022 (Shift - 1) and 30<sup>th</sup> August 2022 (Shift - 1) respectively

**Target** Publications<sup>®</sup> Pvt. Ltd.

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**CUET (UG)**

(Common University Entrance Test)

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## PREFACE

The Common University Entrance Test, CUET (UG) is a crucial milestone for students as they progress towards their undergraduate education. It is the sole opportunity for them to gain admission into premier undergraduate institutions and courses after the completion of Class XII.

Target Publications, with more than a decade of experience and expertise in the domain of competitive examination, offers ‘**CUET (UG) 15 Practice Paper Set**’ – **Business Studies & Entrepreneurship** for CUET (UG) aspirants, which is a meticulously designed book to assess the threshold of knowledge imbibed by students.

This book charts out a compilation of 15 Practice Papers aimed at students appearing for the CUET (UG) examination. Every question paper in this book has been created in line with syllabus prescribed by NTA for CUET (UG) **Business Studies & Entrepreneurship**.

Each paper covers various question types (*Passage/Case-Study Based Questions, Match the Columns, Statement Based Questions, Assertion and Reason, Numericals, Correct sequence*) based on CUET (UG) - 2022 question paper and touches upon all the conceptual nodes of **Business Studies & Entrepreneurship**. The questions throughout this book are specifically curated by our expert authors with an astute attention to detail. The core objective of this book is to gauge the student’s preparedness to appear for CUET (UG) examination.

Apart from mastery on the subject content, we hope that this book will also help students to achieve objectives such as time-management and develop their ability to utilize the paper-pattern format (choice of questions to attempt) to their advantage in order to maximize their scores.

*We hope that the book helps the learners as we have envisioned.*

Publisher

**Edition:** First

The journey to create a complete book is strewn with triumphs, failures and near misses. If you think we’ve nearly missed something or want to applaud us for our triumphs, we’d love to hear from you.

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### Disclaimer

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# Syllabus for CUET (UG) – Business Studies & Entrepreneurship

## BUSINESS STUDIES

### Principles and Functions of Management

#### **Unit I: Nature and Significance of Management**

- Management – concept, objectives, importance.
- Nature of management; Management as Science, Art, Profession.
- Levels of management – top, middle supervisory (First level).
- Management functions – planning, organizing, staffing, directing, and controlling.
- Coordination – nature, and importance.

#### **Unit II: Principles of Management**

- Principles of Management – meaning, nature and significance.
- Fayol's principles of management.
- Taylor's Scientific Management – Principles and Techniques.

#### **Unit III: Business Environment**

- Business Environment – meaning and importance.
- Dimensions of Business Environment – Economic, Social, Technological, Political, and Legal.
- Economic Environment in India; Impact of Government policy changes on business and industry, with special reference to the adoption of the policies of liberalization privatization, and globalization.

#### **Unit IV: Planning**

- Meaning, features, importance, limitations.
- Planning process.
- Types of Plans – Objectives, Strategy, Policy, Procedure, Method, Rule, Budget, Programme
- Meaning and importance.
- Steps in the process of organizing.
- Structure of organization – functional, and divisional.
- Formal and informal organization.
- Delegation: meaning elements and importance.
- Decentralization: meaning and importance.
- Difference between delegation and decentralization.

#### **Unit VI: Staffing**

- Meaning, need, and importance of staffing.
- Staffing as a part of Human Resources Management.
- Steps in the staffing process.
- Recruitment – meaning and sources.
- Selection – meaning and process. Training and Development – meaning, need, methods – on the job and off the job methods of training.

#### **Unit VII: Directing**

- Meaning, importance, and principles.
- Elements of Direction:
  - Supervision – meaning and importance
  - Motivation – meaning and importance, Maslow's hierarchy of needs; Financial and non-financial incentives.
  - Leadership – meaning, importance; qualities of a good leader.
  - Communication – meaning and importance, formal and informal communication; barriers to effective communication.

#### **Unit VIII: Controlling**

- Meaning and importance.
- Steps in the process of control.
- Relationship between planning and controlling.
- Techniques of controlling.

### Business Finance and Marketing

#### **Unit IX: Business Finance**

- Business finance – meaning, role, objectives of financial management.
- Financial planning – meaning and importance.
- Capital Structure – meaning and factors.
- Fixed and Working Capital – meaning and factors affecting their requirements.

### **Unit X: Financial Markets**

- Concept of Financial Market: Money Market – nature instruments;
- Capital market: nature and types – primary and secondary market.
- The distinction between capital market and money market.
- Stock Exchange – meaning, functions, NSEI, OCTEI, Trading Procedure.
- Securities and Exchange Board of India (SEBI) – Objectives, Functions.

### **Unit XI: Marketing**

- Marketing – meaning, functions, role.
- The distinction between marketing and selling.
- Marketing mix – concept and elements:
  - Product – nature, classification, branding, labeling, and packaging
  - Physical distribution: meaning, role; Channels of distribution, – meaning, types, factors, determining the choice of channels.
  - Promotion – meaning and role, promotion mix, Role of Advertising and personal selling; objections to Advertising.
  - Price: factors influencing pricing.

### **Unit XII: Consumer Protection**

- Importance of consumer protection.
- Consumer rights.
- Consumer responsibilities.
- Ways and means of consumer protection – Consumer awareness and legal redressal with special reference to the Consumer Protection Act.
- Role of consumer organizations and NGOs.

### **Unit XIII: Entrepreneurship Development**

- Concept, Functions, and Need.
- Entrepreneurship Characteristics and Competencies.
- Process of Entrepreneurship Development.
- Entrepreneurial Values, Attitudes, and Motivation – Meaning and Concept.

## **ENTREPRENEURSHIP**

### **Unit 1: Entrepreneurial Opportunity**

- Sensing Entrepreneurial Opportunities
- Problem Identification
- Spotting Trends
- Selecting the Right Opportunity
- Environment Scanning
- Idea fields
- Creativity and Innovation

### **Unit 2: Entrepreneurial Planning**

- Forms of business organization- Sole proprietorship, Partnership, Company
- Business Plan: concept, format.
- Components: Organizational plan; Operational plan; Production plan; Financial plan; Marketing plan; Human Resource planning

### **Unit 3: Enterprise Marketing**

- Marketing and Sales Strategy
- Promotion Strategy
- Branding, Logo, Tagline

### **Unit 4: Enterprise Growth Strategies**

- Franchising: Concept, types, advantages, limitations.
- Mergers and Acquisition: Concept, reasons, types

### **Unit 5: Business Arithmetic**

- Computation of Working Capital
- Return on Investment (ROI) and Return on Equity (ROE)
- Inventory Control and EOQ

### **Unit 6: Resource Mobilization**

- Capital Market- Primary
- Venture Capital: Features, funding
- Angel Investor: Features

## Broad features of CUET (UG)

Sections	Subjects/ Tests	Questions to be Attempted	Question Type
<b>Section IA - Languages</b>	There are 13 different languages. Any of these languages may be chosen.	40 questions out of 50 in each language	<ul style="list-style-type: none"> <li>Language to be tested through Reading Comprehension based on different types of passages–Factual, Literary and Narrative, [Literary Aptitude and Vocabulary]</li> <li>MCQ Based Questions</li> </ul>
<b>Section IB - Languages</b>	There are 20 Languages. Any other language apart from those offered in Section I A may be chosen.		
<b>Section II - Domain</b>	There are 27 Domains specific Subjects being offered under this Section. A candidate may choose a maximum of Six Domains as desired by the applicable University/ Universities.	40 questions out of 50 in each subject	<ul style="list-style-type: none"> <li>Input text can be used for MCQ Based Questions</li> <li>MCQs based on syllabus given on NTA website</li> </ul>
<b>Section III General Test</b>	For any such undergraduate programme/ programmes being offered by Universities where a General Test is being used for admission.	50 questions out of 60	<ul style="list-style-type: none"> <li>Input text can be used for MCQ Based Questions</li> <li>General Knowledge, Current Affairs, General Mental Ability, Numerical Ability, Quantitative Reasoning (Simple application of basic mathematical arithmetic/algebra geometry/mensuration /stat taught till Grade 8), Logical and Analytical Reasoning</li> </ul>

Candidates are advised to visit the NTA CUET (UG) official website <https://cuet.samarth.ac.in/> for the latest updates regarding the Examination.

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**Time: 45 minutes**

**Total Marks: 200**

**Instructions:**

- Each question carries 5 marks.
- No mark will be given to unanswered/marked for review questions.
- Negative marking of 1 mark for a wrong answer.

- Rahul Shah was employed by the air conditioning manufacturer “Royal Ltd.” He discovered that, over the previous six months, the profits had begun to decline. In order to determine the causes of this drop, he studied the business environment because profit has an impact on the existence of the company. What is the level of management at which Rahul Shah was working?  
 (A) Top Level (B) Middle Level  
 (C) Lower Level (D) Higher level
- Saree sales rise during the months of the year when there are a lot of weddings in India. For certain months, the saree manufacturing companies create special sales plans. What aspect of the business environment is mentioned here?  
 (A) Social environment  
 (B) Legal environment  
 (C) Political environment  
 (D) Technological environment

**3. Match the pairs.**

	<b>Group A</b>		<b>Group B</b>
(i)	Sales Budget	(a)	Estimated quantity and cost of materials required for production
(ii)	Cash Budget	(b)	Cannot be prepared without knowing production programs and schedules
(iii)	Capital Budget	(c)	Estimated money inflows and outflows for the budgeted period
(iv)	Material Budget	(d)	Anticipated spending on major long-term assets

- (A) (i) – (c), (ii) – (a), (iii) – (d) and (iv) – (b)  
 (B) (i) – (b), (ii) – (c), (iii) – (d) and (iv) – (a)  
 (C) (i) – (c), (ii) – (b), (iii) – (d) and (iv) – (a)  
 (D) (i) – (b), (ii) – (a), (iii) – (d) and (iv) – (c)
- In an IT company, Mukesh is a software engineer. For the position of Senior Business Development Manager, he gave the Human Resource Department Kiran's recommendation. The organisation properly selected Kiran for the position. Determine the source of recruitment being used by the company.  
 (A) Placement agencies  
 (B) Recommendations of employees

- (C) Direct recruitment  
 (D) Advertising
- Which of the following justifications actually makes planning necessary?  
 (A) The availability of many alternatives  
 (B) The availability of few alternatives  
 (C) The non-availability of alternatives  
 (D) All of the above
  - Select the correct order of steps involved in the planning process:  
 (A) Selecting Objectives > Selecting an Alternative > Evaluating Alternative Courses > Follow up Action  
 (B) Selecting Objectives > Developing Premises > Implementing the Plan > Evaluating Alternative Courses  
 (C) Selecting Objectives > Evaluating Alternative Courses > Selecting an Alternative > Implementing the Plan > Follow up Action  
 (D) Selecting Objectives > Selecting an Alternative > Follow up Action > Implementing the Plan
  - “The positive and negative aspects of each proposal need to be evaluated in light of the objective to be achieved.” Which planning stage does this sentence refer to?  
 (A) Selecting an alternative  
 (B) Evaluating alternative courses  
 (C) Identifying alternative courses of action  
 (D) Implementing the plan
  - Identify the type of organisational structure that facilitates employee training since it only focuses on a limited number of skills.  
 (A) Network structure  
 (B) Functional structure  
 (C) Divisional structure  
 (D) Matrix structure
  - When higher management levels retain decision-making authority in an organization, this is referred to as:  
 (A) Decentralised  
 (B) Centralised  
 (C) Concentration of decision making power  
 (D) Delegation of authority





10. Which of the following best reflects the context for entrepreneurship?  
 (A) Entrepreneurship takes place in small level businesses.  
 (B) Entrepreneurship takes place in large level businesses.  
 (C) Entrepreneurship takes place in a wide variety of contexts (small, medium, & large)  
 (D) Entrepreneurship takes place in social enterprises.
11. To find suitable candidates for diverse roles, many large organisations have close ties with universities, vocational schools, and management institutions. This is known as:  
 (A) Indirect recruitment  
 (B) Direct recruitment  
 (C) Labour contractors  
 (D) Campus recruitment
12. These tests assess a person's current abilities in terms of their level of expertise and knowledge in a particular profession or field of technical training.  
 (A) Intelligence test (B) Personality test  
 (C) Trade test (D) Aptitude test
13. **Assertion (A):** Controlling aims to ensure that resources are used efficiently and effectively to accomplish determined goals.  
**Reasoning (R):** Controlling is both a backward-looking and a forward-looking function.  
 (A) Assertion (A) is true, but Reasoning (R) is false.  
 (B) Assertion (A) is false, but Reasoning (R) is true.  
 (C) Both Assertion (A) and Reasoning (R) are true and Reasoning (R) is the correct explanation of Assertion (A).  
 (D) Both Assertion (A) and Reasoning (R) are true and Reasoning (R) is not the correct explanation of Assertion (A).
14. Which one of the following is not an important aspect of staffing?  
 (A) Suitable division of work among employees  
 (B) Developing skills in employees  
 (C) Employee satisfaction  
 (D) Efficient use of human resources
15. Rahul Rajbhar was required to produce a PowerPoint presentation on a certain topic as part of the selection process when he applied for the position of computer professor in a school in Bhubaneswar.  
 Select the kind of selection test mentioned in the above sentences.  
 (A) Trade test (B) Intelligence test  
 (C) Personality test (D) Interest test
16. Advertisements for protein supplements must warn prospective customers that using the product in excess of the recommended dosage may be hazardous to diabetics.  
 What aspect of the business environment is highlighted in the above case?  
 (A) Social environment  
 (B) Legal environment  
 (C) Political environment  
 (D) Technological environment
17. To fill the position when Golden Life Public School's principal was about to retire, the school's administration approached a specialised business firm. Determine the source of hiring that the management is utilising.  
 (A) Placement agencies and management consultants  
 (B) Direct recruitment  
 (C) Labour contractors  
 (D) Advertising
18. \_\_\_\_\_ of the applications are done to eliminate those applicants who do not fulfil the minimum requirements of the job.  
 (A) Selection Tests  
 (B) Preliminary Screening  
 (C) Employment Interview  
 (D) Selection Decision
19. An individual's potential for learning new skills can be evaluated with the help of \_\_\_\_\_ test.  
 (A) Trade (B) Aptitude  
 (C) Intelligence (D) Interest
20. It describes the process of exchanging thoughts, opinions, information, and other feelings amongst or among individuals in order to promote mutual understanding.  
 (A) Communication (B) Supervision  
 (C) Leadership (D) Motivation
21. Out of the given alternatives, which one makes it most difficult to identify the source of the message?  
 (A) Upward communication  
 (B) Informal communication  
 (C) Lateral communication  
 (D) Vertical communication
22. Which of the following is not a feature of controlling?  
 (A) Comparing actual performance with market standards  
 (B) Pervasive function  
 (C) Forward and backward-looking function  
 (D) Goal-oriented function



23. Mr. Kumar works as a manager for one of the top textile businesses. His schedule becomes quite busy. He has been working on the difficult task nearly all day. He spends the entire day delivering messages, speaking with his seniors or subordinates, etc. Though he himself is a member of middle-level management, he one day runs into his friend Amit, who is employed at the lower level of management. Although Amit works in lower-level management, he discovers that he is constantly communicating with and overseeing his employees. The same circumstances apply to his superiors, who hold positions of higher management. Now that he is aware of this, he is relaxed and even more committed to his profession.
- Which feature of directing is highlighted in the above passage?
- (A) Directing starts the action.  
(B) Directing integrates the efforts of employees.  
(C) Directing takes place at every level of management.  
(D) Contributes to the organization's stability and balance.
24. It is a highly helpful method of finding candidates for hiring casual or 'Badli' labourers, who are paid on a daily wage basis.
- (A) Management consultants  
(B) Direct recruitment  
(C) Labour contractors  
(D) Advertising on TV and radio
25. The sustainability of entrepreneur development depends on factors like \_\_\_\_\_
- (A) Technical skills  
(B) Technology  
(C) Organizational sustainability  
(D) All of these

**Read the following text and answer the given questions from 26 to 30.**

The Mumbai Dabbawalas launched the Nutan Tiffin Box service in Mumbai. The Dabbawalas, who are regarded as the lifeblood of Bombay, strive to offer timely and effective services by delivering home-cooked tiffin to all office workers at the appropriate time and location. Even on days when there is poor weather, political chaos, or social unrest, the service remains unbroken. They recently began offering online booking through their website, mydabbawala.com. The Dabbawalas were requested to give guest lectures at prestigious business institutions as a result of their enormous popularity among delighted and satisfied members and consumers. The Dabbawalas work in groups of 25–30 people under the direction of a group leader. To deliver the tiffins on schedule, each group

works with other units. Since they must keep track of the addresses of their clients, they are not frequently transferred. They abide by a set of standards when conducting business, including wearing white caps and carrying ID cards during business hours and refraining from drinking during working hours.

Recently, the dabbawalas developed and carried out a scheme to feed slum children using food left in tiffins by customers at the suggestion of a few self-motivated fellow men. If food is left in the tiffin, it must be marked with a red sticker so that it can be subsequently provided to underprivileged children.

26. Which of the following is not a principle of management followed by the Mumbai Dabbawalas?
- (A) Principle of stability of tenure  
(B) Principle of order  
(C) Principle of esprit de corps  
(D) Principle of scalar chain
27. The Dabbawalas work in groups of 25–30 people under the direction of a group leader. Which principle of management is being highlighted in this statement?
- (A) Principle of equity  
(B) Principle of order  
(C) Principle of unity of direction  
(D) Principle of initiative
28. They abide by a set of standards when conducting business, including wearing white caps and carrying ID cards during business hours and refraining from drinking during working hours.
- The principle of management highlighted in the above statement is:
- (A) Principle of subordination of individual interest to organisational interest  
(B) Principle of division of work  
(C) Principle of unity of command  
(D) Principle of discipline
29. Through the last paragraph, what value do Dabbawalas want to communicate to society?
- (A) Honesty  
(B) Concern for humanity  
(C) Eradication of poverty  
(D) Attitude of Gratitude
30. Out of the following, which one is not a characteristic of the Mumbai Dabbawalas mentioned in the above passage?
- (A) Well educated and highly qualified  
(B) Punctuality  
(C) Effectiveness  
(D) Disciplined



31. Which of the following is not an importance of controlling?  
 (A) Helps in accomplishing organisational goals  
 (B) Helps the business managers to judge the objectivity and accuracy of the standards  
 (C) Facilitates coordination in action by providing direction to all activities within and among departments  
 (D) Seeks to make subpar use of resources
32. Rolex Advertising is an innovative firm that creates advertisements. Mr. Raj is a passionate manager who recently joined the company. He has the full backing of the management. Infrastructure, planning, and subordinate support are all in place. He gives the order and commences the actual working of a new unit on May 1.  
 Which function of management is mentioned in the above passage?  
 (A) Planning (B) Controlling  
 (C) Staffing (D) Directing
33. Foreign-made toys of higher quality are widely available on the market. Since their products are more expensive and less in demand on the market, the effect is a decline in revenue for local or indigenous companies.  
 Which aspect of the business environment is clearly having an effect on the revenue of the companies here?  
 (A) Social environment  
 (B) Legal environment  
 (C) Political environment  
 (D) Technological environment
34. This kind of training is given to new employees of an organisation to familiarize them with the rules and regulations of the organisation, their superiors and subordinates, and other factors.  
 (A) Induction training  
 (B) Apprenticeship training  
 (C) Internship training  
 (D) Vestibule training
35. It is essentially the preparation for a financial blueprint of an organisation's future operations. Identify the related concept.  
 (A) Financial planning  
 (B) Financial management  
 (C) Capital budgeting decisions  
 (D) Dividend decision
36. A company must adhere to the provisions of the Companies Act while making the dividend decision. Identify the related factor to the dividend decision mentioned in the above line.  
 (A) Contractual constraints  
 (B) Access to the capital market  
 (C) Legal constraints  
 (D) Preferences of shareholders

37. For hair oil, Palak went to a shopkeeper. Despite Palak's willingness, the shopkeeper pushed her to purchase a specific brand of hair oil from a variety of other brands. Which of Palak's consumer rights have been violated?  
 (A) Right to be heard  
 (B) Right to choose  
 (C) Right to redress  
 (D) Right to information
38. **Assertion (A):** Money market instruments are close substitutes for money.  
**Reasoning (R):** DFHI offers a ready market for money market instruments.  
 (A) Assertion (A) is true, but Reasoning (R) is false.  
 (B) Assertion (A) is false, but Reasoning (R) is true.  
 (C) Both Assertion (A) and Reasoning (R) are true and Reasoning (R) is the correct explanation of Assertion (A).  
 (D) Both Assertion (A) and Reasoning (R) are true and Reasoning (R) is not the correct explanation of Assertion (A).
39. Which one of the following factors is not relevant to price fixation?  
 (A) Obtaining market leadership  
 (B) Age of an organisation  
 (C) Value for money  
 (D) Product differentiation
40. For heavy equipment, which of the following channels is more relevant?  
 (A) Zero-level (B) One-level  
 (C) Two-level (D) Three-level
41. Which one of the following promotion tools has a mass audience?  
 (A) Advertising (B) Personal selling  
 (C) Sales promotion (D) Public relations
42. Match the pairs.

	Group A		Group B
(i)	Right to Consumer Education	(a)	Right to be heard in the consumer forum against grievances
(ii)	Right to be heard	(b)	Right to acquire knowledge and skills to be an informed consumer
(iii)	Right to seek redressal	(c)	Right to have complete information about the product
(iv)	Right to be informed	(d)	Right to get relief against unfair trade practice

- (A) (i) – (c), (ii) – (a), (iii) – (b) and (iv) – (d)  
 (B) (i) – (b), (ii) – (a), (iii) – (c) and (iv) – (d)  
 (C) (i) – (b), (ii) – (a), (iii) – (d) and (iv) – (c)  
 (D) (i) – (a), (ii) – (c), (iii) – (d) and (iv) – (b)



43. Vasvi bought a bottle of pickles at the neighbourhood supermarket. There was unclear information on the bottle. She ate it and immediately felt sick. Under the Consumer Protection Act, she brought a claim to the District Forum and was granted a remedy. Identify the aspect neglected by the marketer in the above case.
- (A) Labelling (B) Branding  
(C) Promotion (D) Distribution
44. Read the following statements and choose the correct alternative from the following:  
**Statement 1:** Financial planning usually begins with the preparation of a sales forecast.  
**Statement 2:** Investment decisions relate to the relative proportions of various sources of finance.
- (A) Both statements are true.  
(B) Both the statements are false.  
(C) Statement 1 is true and Statement 2 is false.  
(D) Statement 1 is false and Statement 2 is true.
45. \_\_\_\_\_ mark is used for electrical products.
- (A) ISI (B) FPO  
(C) ISO (D) Agmark
- (C) Issue an order confirmation slip to the investor.  
(D) Issue of contract note
47. The apex statutory body of the capital market, to which customers can complain to redress their grievances, is:
- (A) The Securities and Exchange Board of India (SEBI)  
(B) Reserve Bank of India (RBI)  
(C) National Stock Exchange (NSE)  
(D) Bombay Stock Exchange (BSE)
48. Out of the following, which values are not followed by Unicon Security Pvt. Ltd.?
- (A) Professionalism (B) Accuracy  
(C) Adaptability (D) Fair practices
49. CDSL stands for:
- (A) Central Depository Services Limited  
(B) Common Depository Services Limited  
(C) Central Deposit Services Limited  
(D) Centre Depository Services Limited
50. An account that helps investors hold shares and securities in an electronic format is known as:
- (A) Bank account  
(B) Depository account  
(C) R'mat Accounts  
(D) D'mat Accounts

**Read the following text and answer the given questions from 46 to 50.**

To trade in securities, “Unicon Securities Pvt. Ltd.” was founded. To deal in securities listed at these exchanges, it was registered as a stock broker with the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE). Moreover, it participates as a depository with CDSL and NSDL. It successfully developed its business in the first three years. Following then, the Board of Directors’ composition changed. Several clients complained to the company’s customer service department that shares they had purchased and for which payment had been received in full had not been transferred to their D’mat Accounts by “Unicon Securities Pvt. Ltd.” Customers who were upset were given an assurance by a customer service executive that their shares will be transferred to their respective D’mat Accounts very soon. But the company delayed the matter and didn’t transfer the shares of the customers to their D’mat Accounts. This decreased investor trust and increased their complaints.

46. From the following, identify the step of the trading procedure in a stock exchange that has not been followed by “Unicon Securities Pvt. Ltd”.
- (A) Giving clear instructions about the desired quantity and price.  
(B) Settlement

Page no. **6** to **52** are purposely left blank.

To see complete chapter buy **Target Notes**

## Practice Paper – 01

1. (A)  
Top-level management includes the board of directors, the chief executive, and the managing director.  
Top-level managerial duties include:
- (a) In charge of the organization's betterment and survival.
  - (b) Analyse the business environment.
  - (c) Create the organization's broad objectives and strategy.
  - (d) Combine various components and coordinate the efforts of several departments.
2. (A)  
The social environment refers to factors like values, norms, trends, and societal expectations of businesses, among others.
3. (B)
4. (B)  
Under this source of recruitment, current workers can recommend their friends and relatives for the position. They are well-versed in the working environment, company culture, and duties of the position. If they think their friends or family would be good candidates for the job, they can recommend their names to management.
5. (A)                                  6. (C)
7. (B)  
Evaluating alternative courses refers to analysing the relative advantages and disadvantages of various alternatives in light of their viability and effects.
8. (B)                                  9. (B)
10. (C)
11. (D)  
Campus recruiting is an external source of hiring, in which schools and universities provide options for hiring students. As part of this procedure, corporations visit technical, managerial, and professional institutions to directly hire students for open positions.
12. (C)                                  13. (D)
14. (A)
15. (A)  
A trade test can be used to assess a person's actual skills. Additionally, it gauges one's level of expertise and understanding in a given field of study or technical training.
16. (B)  
The legal environment includes various laws established by the government, directives made by government officials, court decisions, and decisions made by various commissions and agencies at all levels of government, whether central, state or local.
17. (A)  
A placement consultant or recruiting company serves as a bridge between companies that provide opportunities in various regions and job seekers. Additionally, they help companies of all sizes clear away clutter and make the process of hiring employees easier.
18. (B)                                  19. (B)
20. (A)                                  21. (B)
22. (A)  
Comparing actual performance to expected performance is one of the functions of controlling.
23. (C)  
Directing occurs at every level of management. Every manager, from the chief executive to the supervisor, performs the duty of directing. Wherever there are relationships between superiors and subordinates, directing occurs.
24. (B)                                  25. (A)
26. (D)
27. (C)  
There must be one leader and one plan for each set of activities with the same objective. It avoids activities overlapping.
28. (D)  
It refers to adhering to organisational regulations and the work contract. It is essential for the organization's organised operation. It necessitates fair and transparent agreements, competent administration of penalties, and good superiors at all levels.
29. (B)                                  30. (A)
31. (D)
32. (D)  
The act of directing is the activity of educating, directing, counselling, inspiring, and leading individuals within an organisation with the aim of attaining organisational goals.

Page no. **54** to **68** are purposely left blank.

To see complete chapter buy **Target Notes** or **Target E-Notes**

Time: 45 minutes

Total Marks: 200

**Instructions:**

- Each question carries 5 marks.
- No mark will be given to unanswered/marked for review questions.
- Negative marking of 1 mark for a wrong answer.

- While preparing an outline of the business, identify the components of the following that are not related to the description of the venture:
  - Size of business
  - Analysis of competitors
  - Background of entrepreneurs
  - Office equipment and personnel
- Conventional energy sources like natural gas, coal, or nuclear are in limited supply and are a threat to electricity generation firms. Focus on renewable energy like wind, solar, and geothermal are the recommended alternatives for the business. Identify the importance of the environment highlighted in the above statement.
  - Image building
  - Tapping cheaper resources
  - Formulation of strategies
  - Better performance
- 'Plan your work' is related to \_\_\_\_\_, whereas \_\_\_\_\_ ensures "work your plan".
  - Financial plan, operations plan
  - Production plan, operations plan
  - Manpower plan, production plan
  - Operations plan, production plan
- Kamlesh works with his father, assisting him as an accountant and taking care of customer grievances. The products offered at their factory include glued laminated timber, plywood, and other composite panels. Identify the natural resources used as raw materials in the above example:
 

(A) Horticulture	(B) Lumber
(C) Flowers	(D) Water resources
- Read the following statements and choose the correct alternative from the following.
 

**Statement 1:** If the number of buyers is more, the distribution of goods should be done by the manufacturer directly.

**Statement 2:** Financially weak companies depend on middlemen for the distribution of their commodities.

  - Both the statements are true.
  - Both the statements are false.
  - Statement 1 is true and Statement 2 is false.
  - Statement 1 is false and Statement 2 is true.

- Under market assessment, as an entrepreneur, a detailed study of quantities of the product available in the market by all the existing players is a concept related to:
  - Demand
  - Product innovation and change
  - Supply and nature of competition
  - Cost and price of the product
- Identify the ancient, simplest and most commonly used forms of business organisation from the following:
  - Joint Hindu Family Business
  - Sole Proprietorship
  - Private Limited
  - Public Private Partnership Firm
- Identify the correctly matched pair of items in Column A to that in Column B with reference to outline of a Business Plan:

	Column A		Column B
(i)	Introductory page	(a)	Synopsis of the complete business plan
(ii)	Executive summary	(b)	Contingency plans
(iii)	Assessment of risk	(c)	Contains backup material
(iv)	Appendix	(d)	Name and address of the business

- (i) – (d), (ii) – (a), (iii) – (b) and (iv) – (c)
  - (i) – (d), (ii) – (a), (iii) – (c) and (iv) – (b)
  - (i) – (a), (ii) – (c), (iii) – (d) and (iv) – (b)
  - (i) – (d), (ii) – (c), (iii) – (b) and (iv) – (a)
- 'TWO HEADS BEING BETTER THAN ONE' can be associated with:
    - Joint Hindu Family Business
    - Sole Proprietorship
    - Co-Operative Societies
    - Partnership Firm
  - Calculate the current liabilities of Delta India Pvt. Ltd., if the net working capital and current assets of Delta India Pvt. Ltd. is ₹ 4,80,000 and ₹ 6,50,000 respectively.
 

(A) ₹ 11,30,000	(B) ₹ 1,70,000
(C) ₹ 1,60,000	(D) ₹ 1,20,000





11. Dynamic Pvt. Ltd. is a company that manufactures solar panels. Finance, marketing, human resources, operations, and supply chain management are the various departments of the organisation. The company has observed an increase in the market demand for their product and is planning to hire more employees in the marketing, operations, and supply chain management departments. Identify the element of the business plan that will guide the human resources department in hiring the additional employees:
- (A) Operational plan  
(B) Production plan  
(C) Financial plan  
(D) Manpower planning

12. Which of the following is not a component of a financial plan?
- (A) Cash flow projections  
(B) Income statements  
(C) Form of ownership  
(D) Balance sheet statements

13. Identify the correctly matched pair of items in Column A to that in Column B.

	Column A		Column B
(i)	Ecological environment	(a)	Imposing restrictions on the quantities of goods to be imported.
(ii)	Legal environment	(b)	Reduce greenhouse gas emissions from the industrial sector.
(iii)	Social environment	(c)	Amendment to the Minimum Wages Act, 1948.
(iv)	Political environment	(d)	Study of the distribution of income.

- (A) (i) – (b), (ii) – (d), (iii) – (c) and (iv) – (a)  
(B) (i) – (a), (ii) – (c), (iii) – (d) and (iv) – (b)  
(C) (i) – (c), (ii) – (b), (iii) – (a) and (iv) – (d)  
(D) (i) – (b), (ii) – (c), (iii) – (d) and (iv) – (a)

14. Rajan had started a new printing press in his home town. His press is located in the busiest street of the village, making it convenient for the customer to easily identify his firm. Identify the element of the marketing mix emphasised in the above statement:
- (A) Product (B) Price  
(C) Promotion (D) Place

15. \_\_\_\_\_ is termed the most difficult phase of creativity, as an entrepreneur experiences hurdles at this stage. It is the stage of development in which knowledge is transformed into application.

- (A) Incubation (B) Preparation  
(C) Illumination (D) Verification

16. “Just do it”. Identify the element of branding used in the above image:
- (A) Brand name  
(B) Brand logo  
(C) Brand tagline  
(D) Brand trade secret

17. Identify the correctly matched pair of items in Column A to that in Column B.

	Column A		Column B
(i)	Individual brand name	(a)	Amul
(ii)	Alpha-numeric names	(b)	Nestle
(iii)	Corporate names	(c)	Iphone 14
(iv)	Umbrella branding	(d)	Adani

- (A) (i) – (d), (ii) – (a), (iii) – (c) and (iv) – (b)  
(B) (i) – (c), (ii) – (b), (iii) – (a) and (iv) – (d)  
(C) (i) – (b), (ii) – (c), (iii) – (d) and (iv) – (a)  
(D) (i) – (a), (ii) – (b), (iii) – (d) and (iv) – (c)

18. Identify the incorrect element from the following with reference to the food sector opportunity:

- (A) Indian desserts  
(B) Salad parlours  
(C) Atithi Devo Bhava  
(D) Indian fast food/finger food

- 19.

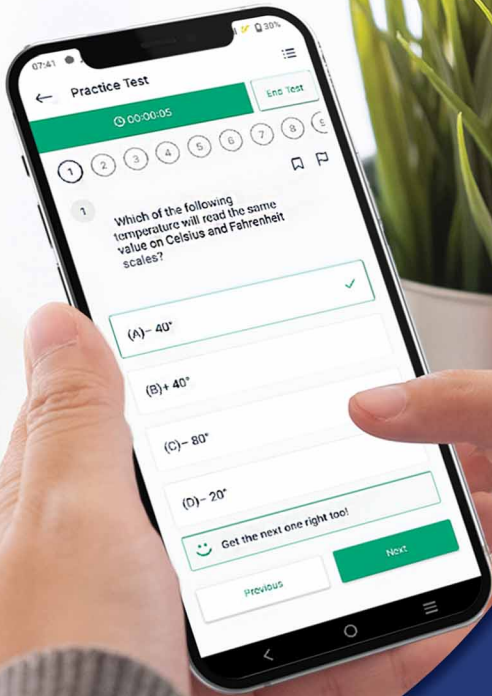


Ascertain the element of branding that works as an identifying symbol for a product or business from the above image:

- (A) Brand name (B) Tagline  
(C) Logo (D) Trade secret

20. Identify the correctly matched pair of items in Column A to that in Column B.

	Column A		Column B
(i)	Labeling	(a)	Higher prices
(ii)	Penetration pricing	(b)	Channel of distribution
(iii)	Skimming pricing	(c)	Display of information about a product
(iv)	Place	(d)	Low price during the initial phase



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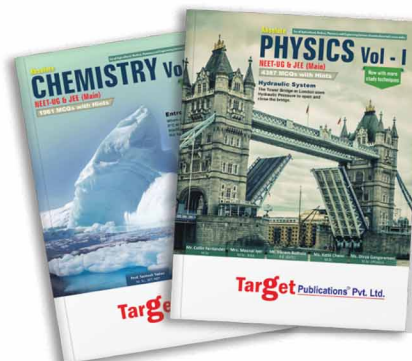
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