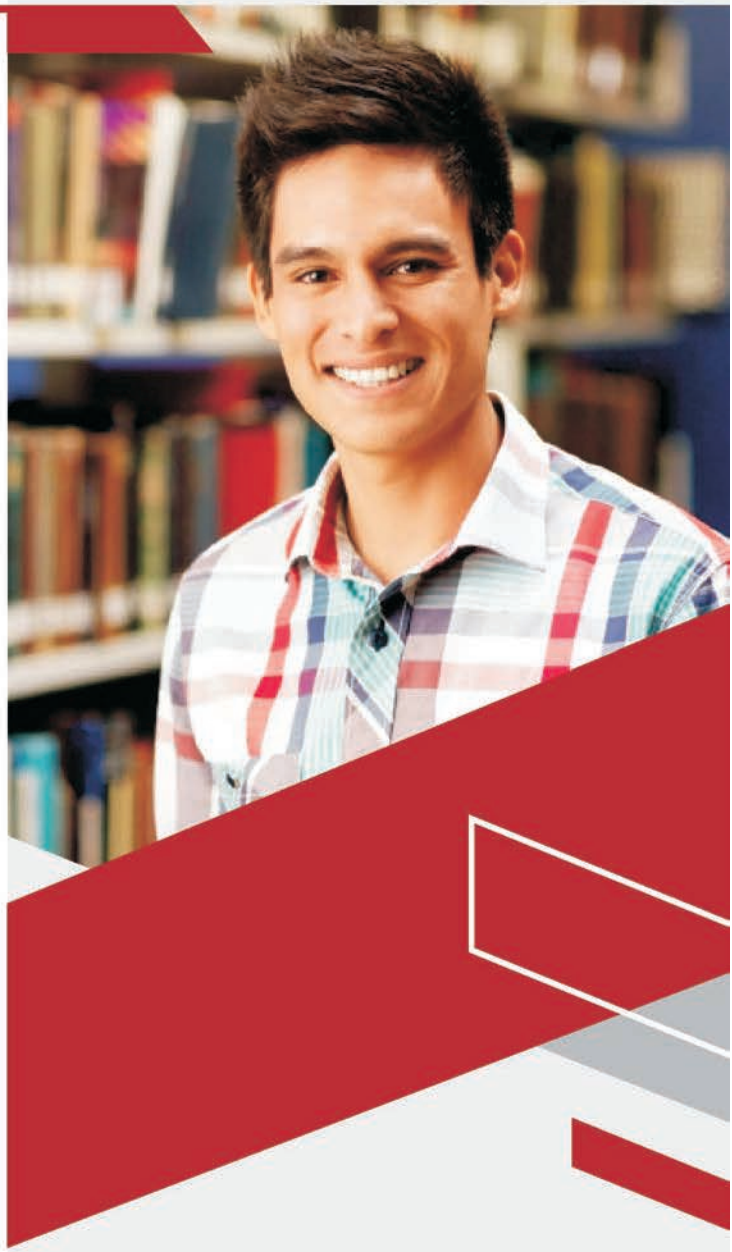
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Author
Abhay Saini

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Note : *Free Mock Tests will be available only after 1st Nov, 2023*



Before preparing for Common Universities Entrance Test (CUET), a strong road map must be prepared, which includes what subject to cover, when, how many hours you should allocate for each subject, etc.

Most of you may not have clarity on your goals while in school, while a few plan it early!

If you have set your goal to get admission to one of the top central universities, you must start preparing early!

1 *Understand the Exam Pattern*

Though the number of questions is the same, the paper pattern differs for each college. Therefore, knowing the paper pattern for the particular college plays a vital role in qualifying for the entrance exam.

As per the CUET Exam Pattern, the entrance exam will include four sections:

- Section 1 A : 13 Languages
- Section 1 B : 20 Languages
- Section 2 : Domain-specific test
- Section 3 : General test

Knowing the specific exam pattern for the college you have applied to is also important. Visit the official website of the CUET to know the exam pattern for the respective colleges you have applied to. Only then start with your preparations.

2 *Know your Syllabus*

Once you understand your exam pattern, the second step is to list down the syllabus, so you know what to study. Visit the official website of CUET; it has the respective syllabus for the course and the college.

Note that the syllabus may differ for every college. Therefore, it is important to carefully review and double-check your syllabus before you start your preparations.

3 *Schedule a TimeTable*

Scheduling is something that will give fantastic results if you plan it properly. However, preparing a study plan is one of the most challenging tasks for most.

- Your everyday schedule should have time for CUET exam preparation.
- Initially, you can give 1-2 hours for the entrance exam and the rest for the board exams.
- Once the board exams get over, you can utilize the maximum of your time for the NTA CUET exam prep.

4 *Make a List of Colleges You wish to Target*

- Before starting your preparation, you must make a CUET Colleges and course list.
- Then, understand the previous year's cut-off and position of the counselling for the particular college.
- Doing this will help you understand the marks you must score in the CUET exam to get admission to a particular course in your desired college, thus helping you enhance your preparation levels for the upcoming exam.

5

Newspaper Should Be Your New Friend

- Reading the newspaper will help improve your vocabulary, grammar, and reading comprehension skills.
- To improve your English language, you can refer to the Hindu or the Time of India newspapers.
- You can prefer to read the Dainik Bharat newspaper to improve your Hindi language.
- You must spend at least 30 minutes analyzing and reading the newspaper's editorial page.

6

Practice Mock Tests

- Working on the concepts and writing mock tests based on the exam pattern is essential, as it will help you understand your strengths and weak areas, which can be improved.
- Take up at least one CUET Mock Test every week and try to analyze your performance after completing the mock test.
- Also, try to attempt as many MCQs as possible from your board exam topics. Gradually increase the number of mocks you take.

7

Revision

You should not pick a fresh topic to study at the last minute of preparations. The last days are meant for only revision, so you can revise and remember the topics you have already learned.

Revision is extremely important to have a good score. Studying without revision is "working hard, but without a plan"!

CUET Preparation Tips for the CUET Domain-Specific Test?

The domain specific-test of the CUET entrance exam will have 27 subjects, out of which you have to choose six domains that you wish to pursue in your UG course.

The standard of questions in this section is of class 12 level. Therefore, knowing the fundamental concepts of your chosen subject will help you score well in this section.

Also, you must choose the subjects you feel are very interesting and enjoy studying in the morning. Try to attempt easy, moderate, and challenging level MCQ questions from the NCERT textbooks.

CUET Preparation Tips for NTA CUET 2024 along with Board Exams?

You can succeed in both CUET and board exams if you are good at time management. Also, you can score better if you are consistent throughout your preparation.

A proper study plan and preparation strategies will help you Manage boards and CUET preparation together.

When preparing the timetable, focus on keeping separate time for board preparation, CUET domain-specific preparation, and lastly, allot separate time to solve the aptitude section.

Board exams must be your priority, and you should work on enhancing your domain subject knowledge during your board exam preparation. And do this till the board exams are over.

After completing your board exams, you will have roughly 30-40 days to prepare for the Common Universities Entrance Test. So, utilize this entire month to enhance your preparation levels for CUET.

CUET Preparation Tips 2024: Best Books

Opting for the right book is very important to understand the concepts in-depth and score good marks in the upcoming exam.

The following are some of the best CUET Preparation Books you can include during your preparation.

- Arihant's English Grammar & Composition by S.C. Gupta
- Arihant's Test of Arithmetic & General Knowledge by Manohar Pandey
- Arihant's CUET (UG) Self Study Guides

Is It Useful To Solve Mock Tests for CUET Exam 2024?

According to the CUET preparation tips 2024, attempting mock tests is one of the best methods to improve your speed and accuracy in the final exam.

- With the help of mock tests, you can know the difficulty level of the paper and the type of questions asked in the exam.
- You can test your preparation levels for the upcoming exam.
- Most importantly, it can help improve your confidence levels.

Conclusion

"Kya CUET bohot tough hai?", nahi bilkul bhi nahi. If you know and follow the right preparation strategy, there is nothing called as tough. In fact, CUET is in a nurturing phase, so it's not a very tough exam to crack. If you are willing and determined, you can easily crack the CUET 2024 exam. These CUET Preparation Tips are specially curated for CUET 2024 aspirants to help you use the right strategies for the exam.

Syllabus

SECTION : 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

Unit V: Organising

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

NTA CUET (UG)

SOLVED PAPER 2023*

BUSINESS STUDIES

Instructions

- Attempt any 40 out of the given 50 questions. No mark will be given to unanswered for review questions.
- Each question carries 5 marks. Negative marking of 1 mark for a wrong answer.

Time : 45 Min
MM : 200

1. The application of principles has to be changed as per requirements. For example, employees deserve fair and just remuneration. But what is just and fair is determined by multiple factors. They include contribution of the employee, paying capacity of the employer and also prevailing wage rate for the occupation under consideration.

Identify the nature of principles of management highlighted above.

(a) General guidelines (b) Flexible
(c) Mainly behavioural (d) Contingent

2. Philips, a company manufacturing light bulbs incurred heavy expenditure on scientific research and development and discovered a technology that made it possible to produce an energy efficient light bulb that lasts atleast twenty times as long as a standard bulb. It resulted in growth and profitability of the company. Identify the dimension of business environment mentioned above.

(a) Political (b) Social
(c) Legal (d) Technological

3. The ability of Indian business to attract foreign capital and technology is an example of …… .

(a) liberalisation (b) privatisation
(c) globalisation (d) disinvestment

4. A company wants to increase sales, the alternatives may be reducing prices, improving packaging, offering trade discount, cash discount after sales due to credit sales, free samples etc. Which step of planning process relates with the above examples?

(a) Developing premises
(b) Selecting an alternative
(c) Identifying alternative courses of action
(d) Implementing the plan

5. Match List-I with List-II.

	List-I		List-II
A.	The force that binds all other functions of management.	(i)	Planning
B.	Doing the right task, completing activities and achieving goals.	(ii)	Coordinating
C.	Doing the task correctly with minimum cost.	(iii)	Efficiency
D.	Setting goals.	(iv)	Effectiveness

Choose the correct answer from the options given below

	A	B	C	D		A	B	C	D
(a)	(ii)	(iv)	(iii)	(i)	(b)	(iv)	(ii)	(iii)	(i)
(c)	(i)	(iv)	(iii)	(ii)	(d)	(ii)	(iii)	(iv)	(i)

6. Zamon Ltd. is manufacturer of electronics goods based in Pune. On one hand, it deals in items like books, music instrument, videotapes etc. and on the other hand, it deals in laptops and mobile phones. The company had a functional structure with separate heads for production, marketing and finance. All the functional heads were looking after the products, but at times their activities overlapped.

This led to problems related to coordination and interdepartmental conflicts. To facilitate specialisation Ramit, the CEO of the company decided to group books, music instrument, videotapes etc. under media and laptops and mobile phones under consumer electronics.

**Memory Based Paper*

While doing so, Ramit has performed a step in the process of one of the functions of management. Identify the step.
(a) Identification and division of work
(b) Departmentalisation
(c) Assignment of duties
(d) Establishing authority and reporting relationships

7. India opened up its economy to the outside world in 1991 to encourage foreign capital in the Indian industry through LPG. To promote the initiative, the Prime Minister of India attracted various foreign investing partners to produce and sell the goods in India under its 'Make in India' initiative.
The foreign companies like 'I-phone' installed manufacturing unit in India. Identify the dimension of business environment associated in the above case.
(a) Technological environment
(b) Social environment
(c) Legal environment
(d) Economic environment

8. "It refers to the obligation of a subordinate to properly perform the assigned duty."
What element of delegation is being explained in the above statement?
(a) Authority (b) Responsibility
(c) Accountability (d) None of these

9. In case of tall organisational structure, the shape of span of management is …… .
(a) narrow (b) wider
(c) no span (d) All of these

10. Match List-I with List-II.

	List-I (Indicators)		List-II (Scientific Principles)
A.	Extension of the principle of harmony, not discord.	(i)	Science, not rule of thumb.
B.	Management should share gains of the company.	(ii)	Development of each and every person to his or her greatest efficiency.
C.	Each person should be scientifically selected.	(iii)	Harmony, not discord.
D.	The more sophisticated the processes, greater would be the savings.	(iv)	Cooperation, not individualism.

Choose the correct answer from the options given below

	A	B	C	D		A	B	C	D
(a)	(ii)	(iii)	(iv)	(i)	(b)	(iv)	(iii)	(ii)	(i)
(c)	(ii)	(iv)	(iii)	(i)	(d)	(iv)	(iii)	(i)	(ii)

11. Match List-I with List-II.

	List-I		List-II
A.	Specify what an organisation aspires to achieve	(i)	Developing premises
B.	Planning precedes other functions	(ii)	Mental exercise
C.	Planning is an intellectual activity	(iii)	Goals
D.	Assumptions about the future	(iv)	Primacy of planning

Choose the correct answer from the options given below

	A	B	C	D		A	B	C	D
(a)	(i)	(ii)	(iii)	(iv)	(b)	(ii)	(iv)	(i)	(iii)
(c)	(iii)	(iv)	(ii)	(i)	(d)	(iv)	(i)	(ii)	(iii)

12. Match List-I with List-II.

	List-I		List-II
A.	Measure the level of knowledge and proficiency.	(i)	Interest test
B.	Measures the involvement of a person.	(ii)	Personality test
C.	Measures of individual potential for learning new skills.	(iii)	Aptitude test
D.	It provides clues to a person's emotion.	(iv)	Trade test

Choose the correct answer from the options given below

	A	B	C	D		A	B	C	D
(a)	(ii)	(iv)	(i)	(iii)	(b)	(iii)	(iv)	(ii)	(i)
(c)	(i)	(ii)	(iii)	(iv)	(d)	(iv)	(i)	(iii)	(ii)

13. Identify the external sources of recruitment from the following.
A. Lay-off B. Casual callers
C. Recommendations D. Campus recruitment
Choose the correct answer from the options given below
(a) A and B (b) A, B and C
(c) A and D (d) B, C and D

14. Arrange the following steps of selection process in correct sequence.
A. Preliminary screening and interview.
B. Job offer and contract of employment.
C. Selection test and employment interview.
D. Selection decision and medical examination.
Choose the correct answer from the options given below
(a) A, B, C and D (b) A, C, D and B
(c) A, C, B and D (d) A, D, C and B

15. The method and process of training should be ..... related to needs and objectives of an organisation.
(a) directly (b) indirectly
(c) equally (d) None of these

16. Recruitment of employees from external sources increases dissatisfaction among the present employees as their chances of ……. are reduced.
(a) voluntary retirement (b) promotion
(c) salary increment (d) None of these

17. Manik got selected for the job which he had applied for the position of a graphic design intern. He carried out the given tasks along with his regular studies and worked closely with the managers gaining practical knowledge and skills. Which type of training is Manik involved in here?
(a) On-the-job training method
(b) Orientation
(c) Off-the-job training method
(d) Both (a) and (c)

18. These help an organisation to know about the pattern of interests, potential of learning new skills and existing skills in an individual. What are these tests called?
(a) Selection tests
(b) Training and development methods
(c) Recruitment sources (d) All of the above

19. Which of the following statements is not correct?
(a) Higher the level of competition, higher is the working capital requirement
(b) Higher the credit availed, higher is the working capital requirement
(c) Higher the inflation rate, higher is the working capital requirement
(d) Higher the growth prospects, higher are the working capital requirement

20. …… is the decision related to composition of capital structure and also depends upon ability of the business to generate cash.
(a) Market condition (b) Flexibility
(c) Cash flow ability (d) Control

21. The RBI sells Naman a financial asset. This financial asset is a short-term borrowing instrument. He bought it because he doesn't want to take any risk and wants a guaranteed profit. This instrument is very liquid and zero coupon bond is another name for this instrument.

In the example above, which financial asset is mentioned?
(a) Call money (b) Treasury bills
(c) Commercial paper (d) Commercial bill

22. When a corporation needed money, it turned to facilities and institutional arrangements for long-term funds (debt + equity) to be raised and invested. There was a lot of debate over whether the company should have gone with debt or equity.

Finally, it made the decision to pursue equity. The company's owner made the decision to follow SEBI requirements. Which financial market principle is highlighted at the start of the case?
(a) Money market (b) Stock exchange
(c) SEBI (d) Capital market

23. As call money rates rise, other forms of financing, such as commercial paper and certificates of deposit become …… .
(a) more expensive (b) less expensive
(c) other sources are unaffected by this
(d) None of the above

24. Match List-I with List-II.

List-I		List-II
A. Right issue	(i)	Securities are offered to issuing houses or stock brokers
B. Offer through prospectus	(ii)	Institutional investors
C. Private placement	(iii)	Privilege to existing shareholders
D. Offer for sale	(iv)	Most popular method of raising funds

Choose the correct answer from the options given below

	A	B	C	D
(a)	(iv)	(iii)	(ii)	(i)
(b)	(i)	(iv)	(iii)	(ii)
(c)	(ii)	(i)	(iv)	(iii)
(d)	(iii)	(iv)	(ii)	(i)

25. "Personal selling creates effective demand which results in increase in income, with increase in income, there will be more products and services, which in turn brings economic growth". This statement signifies the importance of personal selling to
(a) businessman (b) customers
(c) society (d) None of these

26. Kumar wanted to purchase a fuel efficient car having the latest standards regarding minimisation of pollution. He saw an advertisement offering such a car and visited the showroom of the company wherein the car was displayed.

In his discussion, the marketing manager told him that the company is providing credit facilities, maintenance services and many other effective services which are helping in bringing repeat sales and developing brand loyalty.

Identify the marketing function which the marketing manager was discussing with Kumar.
(a) Marketing planning
(b) Customer support services
(c) Pricing of product
(d) Gathering and analysing market information

27. Transportation helps in creating ..... and warehousing helps in creating …… .
(a) time utility, place utility
(b) place utility, time utility
(c) product utility, place utility
(d) time utility, product utility

28. District Commission has jurisdiction to entertain complaints where the value of goods or services paid as consideration does not exceed …… rupees.
(a) two crore (b) one crore
(c) five crore (d) three crore

29. Sohan went to a shop to buy a shirt. The shopkeeper forced him to buy a particular colour of shirt out of various available colours, irrespective of his willingness.
Which right of Sohan, as a consumer, has been violated?
(a) Right to be assured (b) Right to be heard
(c) Right to seek redressal
(d) Right to be informed

30. A complaint can be filed against a seller, manufacturer or a dealer of goods whose goods are …….. in any manner.
(a) perfect (b) flawless
(c) defective (d) None of these

31. If an entrepreneur takes decisions on behalf of his/her enterprise, it is known as …… .
(a) routine decisions (b) strategic decisions
(c) organisational decisions
(d) personal decisions

32. Which of the following factors are considered while determining the pricing strategy for a product?
A. Cost of production B. Competitors' prices
C. Consumer demand and preferences
D. Industry regulations E. Packaging design
Choose the correct answer from the options given below
(a) A, D and E (b) B, C and D
(c) A, C and E (d) A, B and C

33. Arrange the following steps of the planning process in chronological order.
A. Identifying problems and opportunities
B. Setting organisational goals and objectives
C. Gathering relevant information and data
D. Evaluating and selecting alternative courses of action
E. Implementing the chosen plan
F. Monitoring progress and performance
Choose the correct answer from the options given below
(a) A, C, B, D, E and F
(b) B, A, C, D, E and F
(c) A, B, C, D, E and F
(d) B, C, A, D, E and F

34. Arrange the following steps of the controlling process in chronological order.
A. Establishing standards and benchmarks
B. Measuring actual performance
C. Comparing actual performance with standards
D. Taking corrective action
E. Setting performance targets
Choose the correct answer from the options given below
(a) E, B, A, C and D (b) A, E, B, C and D
(c) E, A, B, C and D (d) A, B, E, C and D

35. Identify the correct sequence of the steps followed in the motivation process.
A. Tension B. Drives
C. Search behaviour D. Unsatisfied need
E. Satisfied need F. Reduction of tension
Choose the correct answer from the options given below
(a) F, B, A, C, D and E (b) A, E, B, C, D and F
(c) D, A, B, C, E and F (d) D, A, B, E, F and C

36. Identify the ratios which are helpful in choosing the appropriate capital structure of a company?
A. Debt-equity ratio B. Liquidity ratio
C. Interest coverage ratio
D. Return on investment ratio
E. Debt service coverage ratio
F. Cost of overall capital
Choose the correct answer from the options given below
(a) A, B and F (b) B, D and E
(c) A, D and E (d) C, D and E

37. Debt is considered to be cheaper than equity because for borrower, interest on debentures is a …….. while dividend on equity is not.
(a) exempt from tax
(b) deductable expenditure
(c) non-deductable expenditure
(d) None of the above

38. Which of the following are the factors that affect dividend decision?

A. Cash flow position of the company
B. The degree of financial risk
C. Stability of earnings D. Floatation cost
E. Legal constraints F. Risk and return analysis

Choose the correct answer from the options given below

(a) B, C and F (b) A, B and C
(c) A, B and D (d) A, C and E

39. Which of the following organisations are responsible for safeguarding consumer interests in India?

A. World Trade Organisation (WTO)
B. Bureau of Indian Standards (BIS)
C. Competition Commission of India (CCI)
D. Food Safety and Standards Authority of India (FSSAI)
E. Reserve Bank of India (RBI)

Choose the correct answer from the options given below

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

40. Which of the following are the characteristics of entrepreneurship?

A. Systematic activity B. Innovation
C. Scale of operations D. Risk taking
E. Educational achievements

Choose the correct answer from the options given below

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

Direction *Read the following text given below and answer the question from 41 to 50*

Roshan, the talented and innovative chief chef of 'Khidmat 7' restaurant in Bangalore, is known for his exquisite Mughlai cuisine, particularly the mouthwatering Mutton Biryani and Kababs. At Khidmat 7, Roshan takes charge of all kitchen activities, ensuring a smooth workflow by providing clear and specific instructions to his team. He also encourages the participation of subordinates in decision-making. Roshan personally oversees the preparation of each dish, guiding his subordinates and encourage them to be creative and innovative.

Under Roshan's direction, the kitchen team feels motivated and satisfied, as he never misses a chance to praise their good work. He provides constant guidance to them in order to improve, both taste and presentation, and inspires his team to strive for excellence. This practice of Roshan helped in raising mutual trust and belongingness among the members. With his guidance, the restaurant continues to attract food enthusiasts and loyal customers who appreciate the scrumptious Mughlai delicacies.

However, in the first quarter of 2022, the food industry faces challenges due to economic factors. Super Food Distribution Limited, a prominent food distributor, reports a significant 30% fall in sales revenue. The company sets the acceptable sales variation range at 10%. Due to rising inflation, consumers are withholding their demand, causing a strain on the company's profitability. To navigate this situation, the management decides to take strategic action.

After careful evaluation, the management realises that the company is currently in a no profit, no loss situation. In response, they decide to renegotiate with their suppliers to increase the commission from 5% to 7%. This step enables the company to promote products aggressively, aiming to boost sales and regain market confidence.

Both Roshan's culinary venture and Super Food Distribution Limited exemplify the importance of effective leadership, innovation and adaptability in the face of challenging circumstances.

By combining their strengths and strategies, both entities aim to overcome obstacles and continue thriving in their respective industries, setting examples for others in the world of entrepreneurship and business.

41. Identify the element of directing highlighted in the statement below.

"At Khidmat 7, Roshan takes charge of all kitchen activities, ensuring a smooth workflow by providing clear and specific instructions to his team".

(a) Motivation (b) Supervision
(c) Communication (d) Controlling

42. "He also encourages the participation of subordinates in decision-making".

Above statement describes type of leadership followed by Roshan. Identify the leadership style.

(a) Autocratic leadership
(b) Democratic leadership
(c) Free-rein leadership
(d) None of the above

43. "Roshan personally oversees the preparation of each dish, guiding his subordinates and encourage them to be creative and innovative".

Above statement highlight one if the elements of directing. Identify it.

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

44. "Under Roshan's direction, the kitchen team feels motivated and satisfied, as he never misses a chance to praise their good work".

Identify the non-financial incentive that is reflected in the given statement.

(a) Status (b) Job enrichment
(c) Job security
(d) Employee recognition program

45. "He provides constant guidance to them in order to improve, both taste and presentation and inspires his team to strive for excellence".

Which element of directing is highlighted in this situation?

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

46. "The company sets the acceptable sales variation range at 10%".

Identify this step as a controlling function.

(a) Setting performance standards
(b) Measurement of actual performance
(c) Comparing actual performance with set standards
(d) Analysing deviations

47. What is the benefit of the step, identified above, to the management?

(a) Analyses the cause of deviation
(b) Helps in taking corrective actions
(c) Focuses on key areas (d) Management by exception

48. "In response, they decide to renegotiate with their suppliers to increase the commission from 5% to 7%. This step enables the company to promote products aggressively, aiming to boost sales and regain market confidence".

Identify the step in the process of controlling highlighted above.

(a) Set performance standards
(b) Measurement of actual performance
(c) Analysing deviations
(d) Taking corrective action

49. "This practice of Roshan helped in raising mutual trust and belongingness among the members".

Which principle of management stated by Fayol is highlighted in the above statement?

(a) Initiative
(b) Esprit de corps
(c) Equity
(d) Remuneration of employees

50. If the management of Super Food Distribution Limited wants to exercise highest level of control over the distribution of its products, which of the following channels of distribution would be preferred by it?

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

Right *Options*

1. (d)	**2.** (d)	**3.** (a)	**4.** (c)	**5.** (a)	**6.** (b)	**7.** (d)	**8.** (b)	**9.** (a)	**10.** (b)
11. (c)	**12.** (d)	**13.** (d)	**14.** (b)	**15.** (a)	**16.** (b)	**17.** (a)	**18.** (a)	**19.** (b)	**20.** (c)
21. (b)	**22.** (d)	**23.** (b)	**24.** (d)	**25.** (c)	**26.** (b)	**27.** (b)	**28.** (b)	**29.** (a)	**30.** (c)
31. (c)	**32.** (d)	**33.** (a)	**34.** (c)	**35.** (c)	**36.** (d)	**37.** (b)	**38.** (d)	**39.** (b)	**40.** (d)
41. (c)	**42.** (b)	**43.** (d)	**44.** (d)	**45.** (b)	**46.** (c)	**47.** (a)	**48.** (d)	**49.** (b)	**50.** (a)

HINTS & ANSWERS

1. *(d)* The highlighted principle of management emphasise that the application of fair and just remuneration depends on various contingent factors such as employee contribution, employer's capacity and prevailing wage rates, making them adaptable and dependent on specific circumstances.

2. *(d)* The mentioned scenario highlights the development of a new technology for energy efficient light bulbs, leading to business growth and profitability. This pertains to the technological dimension of the business environment, showcasing advancements that impact products and operations.

3. *(a)* The mentioned ability of Indian businesses to attract foreign capital and technology indicates the process of liberalisation, which involves opening up the economy to international influences, trade and investment to encourage growth and development.

4. *(c)* The step of identifying alternative courses of action involves generating various options to achieve the company's goal, such as reducing prices, improving packaging, providing discounts, etc., all aimed at increasing sales.

5. *(a)* (ii) (iv) (iii) (i)