

CUET 2026 June 7 Shift 2 Business Studies

Question Paper (Memory-Based)

Conducted by National Testing Agency (NTA)



General Instructions

- (i) The examination will be conducted in Computer-Based Test (CBT) mode.
- (ii) Each question carries +5 marks for correct answer and -1 mark for wrong answer.
- (iii) The total number of questions are 50.
- (iv) Duration of the exam is 1 hour (60 minutes).

1. Which level of management is responsible for implementing the policies and plans formulated by top-level management?

- (A) Top-level management
- (B) Middle-level management
- (C) Operational management
- (D) Functional management

2. Which principle of Henry Fayol suggests that there should be one head and one plan for a group of activities having the same objective?

- (A) Unity of Command
- (B) Unity of Direction
- (C) Scalar Chain
- (D) Division of Work

3. Which component of the business environment refers to the values, customs, and beliefs of a society?

- (A) Economic Environment
 - (B) Social Environment
 - (C) Political Environment
 - (D) Technological Environment
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4. What is the primary objective of the 'Staffing' function in management?

- (A) To set organizational goals
 - (B) To supervise the workforce
 - (C) To place the right person at the right job
 - (D) To monitor organizational progress
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5. Which of the following is NOT an element of the Marketing Mix?

- (A) Product
 - (B) Price
 - (C) Placement of order
 - (D) Promotion
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6. Which financial decision determines how the funds raised are invested in different assets?

- (A) Financing Decision
 - (B) Investment Decision
 - (C) Dividend Decision
 - (D) Capital Budgeting Decision
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7. Which financial market deals in short-term debt instruments and has a maturity period of less than one year?

- (A) Capital Market
- (B) Money Market
- (C) Stock Market

(D) Bond Market

8. Which of the following is a right of the consumer under the Consumer Protection Act, 2019?

- (A) Right to Profit
 - (B) Right to be Informed
 - (C) Right to Dictate Price
 - (D) Right to Monopolize
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9. Which management function is considered the 'base' of all other functions because it involves setting goals?

- (A) Planning
 - (B) Organizing
 - (C) Directing
 - (D) Controlling
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10. What is the primary purpose of 'Controlling' in an organization?

- (A) To hire new employees
 - (B) To compare actual performance with standards
 - (C) To market products to consumers
 - (D) To formulate corporate strategy
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