

# CUET 2026 May 21 Shift 1 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 of the following is a feature of planning in Business Studies?

- (A) It eliminates all risks completely
- (B) It is a mental exercise
- (C) It discourages innovation
- (D) It is unnecessary in dynamic environments

2. Which level of management is responsible for implementing policies and plans?

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

3. Which principle of management states that a subordinate should receive orders from only one superior?

- (A) Unity of Direction
- (B) Scalar Chain

- (C) Unity of Command
  - (D) Equity
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**4. Decentralisation refers to:**

- (A) Retention of authority at top level
  - (B) Delegation of authority throughout all levels
  - (C) Complete absence of authority
  - (D) Transfer of responsibility without authority
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**5. Which of the following is not a financial incentive?**

- (A) Bonus
  - (B) Profit sharing
  - (C) Job security
  - (D) Commission
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**6. Which element of marketing mix is concerned with physical distribution and storage of goods?**

- (A) Product
  - (B) Price
  - (C) Promotion
  - (D) Place
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**7. Which document is issued by a seller to the buyer showing details of goods sold and amount payable?**

- (A) Debit Note
  - (B) Invoice
  - (C) Cheque
  - (D) Voucher
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**8. The process of comparing actual performance with standards and taking corrective action is known as:**

- (A) Planning
  - (B) Staffing
  - (C) Controlling
  - (D) Directing
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**9. SEBI primarily regulates:**

- (A) Agricultural markets
  - (B) Banking sector only
  - (C) Securities market
  - (D) Foreign trade
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**10. Which of the following is a feature of coordination?**

- (A) It increases conflicts
  - (B) It integrates group efforts
  - (C) It delays organisational goals
  - (D) It reduces unity of action
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