CUET 2026 May 31 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 not a function of management?

(A) Planning

(B) Organising

(C) Advertising

(D) Controlling

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2. Match the levels of management in Column I with their primary responsibilities in Column II.

Column I		Column II	
(A)	$Top Management$	(I)	$Supervising workers$
(B)	$Middle Management$	(II)	$Implementing policies$
(C)	$Supervisory Management$	(III)	$Formulating policies$

Choose the correct answer from the options given below:

(A) A-I, B-II, C-III

(B) A-III, B-II, C-I

(C) A-II, B-I, C-III

(D) A-III, B-I, C-II

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3. Which of the following is the first step in the planning process?

(A) Identifying alternatives

(B) Setting objectives

(C) Selecting an alternative

(D) Follow-up action

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4. Given below are two statements:

Assertion (A): Division of work increases efficiency and productivity.

Reason (R): Specialisation enables workers to become experts in their assigned tasks.

Choose the correct answer from the options given below:

(A) Both A and R are true and R is the correct explanation of A

(B) Both A and R are true but R is not the correct explanation of A

(C) A is true but R is false

(D) A is false but R is true

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5. Which of the following is an element of delegation?

(A) Motivation

(B) Authority

(C) Coordination

(D) Planning

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6. Match the following financial markets with their characteristics.

Column I		**Column II**	
(A)	$MoneyMarket$	(I)	$Long-termfunds$
(B)	$CapitalMarket$	(II)	$TreasuryBills$
(C)	$EquityShares$	(III)	$Ownershipcapital$
(D)	$Debentures$	(IV)	$Borrowedcapital$

Choose the correct answer from the options given below:

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

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

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

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

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7. Consumer Protection Act provides protection to consumers against

(A) Fair trade practices

(B) Exploitation by sellers and manufacturers

(C) Government policies

(D) Business expansion

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8. Given below are two statements:

Assertion (A): Leadership helps in influencing employees to achieve organisational goals.

Reason (R): Leadership is an important element of directing.

Choose the correct answer from the options given below:

(A) Both A and R are true and R is the correct explanation of A

(B) Both A and R are true but R is not the correct explanation of A

(C) A is true but R is false

(D) A is false but R is true

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9. Which of the following is a monetary incentive provided to employees?

(A) Job Security

(B) Employee Participation

(C) Bonus

(D) Recognition

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10. Match the following marketing functions with their descriptions.

Column I		Column II	
(A)	*ProductPlanning*	(I)	*Informingcustomersaboutproducts*
(B)	*Branding*	(II)	*Designinganddevelopingproducts*
(C)	*Promotion*	(III)	*Creatingauniqueidentity*
(D)	*Packaging*	(IV)	*Protectingandpresentingproducts*

Choose the correct answer from the options given below:

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

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

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

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