

# CUET 2026 June 7 Shift 2 Business Studies

## Question Paper (Memory-Based)

Conducted by National Testing Agency (NTA)



### General Instructions

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- (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

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**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

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**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

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**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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