

# 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

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

Column I		Column II	
(A)	<i>TopManagement</i>	(I)	<i>Supervisingworkers</i>
(B)	<i>MiddleManagement</i>	(II)	<i>Implementingpolicies</i>
(C)	<i>SupervisoryManagement</i>	(III)	<i>Formulatingpolicies</i>

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)	<i>MoneyMarket</i>	(I)	<i>Long – termfunds</i>
(B)	<i>CapitalMarket</i>	(II)	<i>TreasuryBills</i>
(C)	<i>EquityShares</i>	(III)	<i>Ownershipcapital</i>
(D)	<i>Debentures</i>	(IV)	<i>Borrowedcapital</i>

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)	<i>Product Planning</i>	(I)	<i>Informing customers about products</i>
(B)	<i>Branding</i>	(II)	<i>Designing and developing products</i>
(C)	<i>Promotion</i>	(III)	<i>Creating a unique identity</i>
(D)	<i>Packaging</i>	(IV)	<i>Protecting and presenting products</i>

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
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