

CUET PG 2026 General Management Question Paper (Memory Based)

Time Allowed :3 Hour	Maximum Marks :70	Total Questions :24
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General Instructions

Read the following instructions very carefully and strictly follow them:

- Answers to this Paper must be written on the paper provided separately.
- You will not be allowed to write during the first 15 minutes
- This time is to be spent in reading the question paper.
- The time given at the head of this Paper is the time allowed for writing the answers,
- The paper has four Sections.
- Section A is compulsory - All questions in Section A must be answered.
- You must attempt one question from each of the Sections B, C and D and one other question from any Section of your choice.

1. Which function of management is known as the "essence of management" because it binds all other functions?

- (A) Planning
- (B) Organizing
- (C) Directing
- (D) Controlling

1. Which function of management is known as the "essence of management" because it binds all other functions?

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2. Arrange the following in the correct sequence of the management process: Staffing, Planning, Organizing, Controlling, Directing.

- (A) Planning → Organizing → Staffing → Directing → Controlling
- (B) Planning → Staffing → Organizing → Directing → Controlling
- (C) Organizing → Planning → Staffing → Directing → Controlling

(D) Planning → Organizing → Directing → Staffing → Controlling

3. According to the scalar principle, what term describes a superior exercising direct supervision over a subordinate?

- (A) Authority
 - (B) Responsibility
 - (C) Span of Control
 - (D) Unity of Command
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4. What is the primary characteristic of "Management as an Art" according to Henry Mintzberg?

- (A) Application of theoretical knowledge only
 - (B) Reliance on creativity, experience, and practical skills
 - (C) Strict adherence to scientific rules and formulas
 - (D) Complete dependence on automated systems
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5. In Maslow's Hierarchy of Needs, which need is situated directly above 'Safety Needs'?

- (A) Physiological Needs
 - (B) Social Needs (Love and Belongingness)
 - (C) Esteem Needs
 - (D) Self-Actualization Needs
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6. Disbursing organizational authority for decision-making throughout an organized structure is called what?

- (A) Centralization
 - (B) Decentralization
 - (C) Delegation
 - (D) Coordination
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7. A manager who interprets and communicates board policies to personnel is working at which level of management?

- (A) Top-level management
- (B) Middle-level management
- (C) Lower-level management

(D) Supervisory level

8. What is "Planned Obsolescence" in the context of marketing and product management?

- (A) Designing products to last indefinitely without replacement
 - (B) Intentionally designing products with a limited useful life so they need replacement
 - (C) Producing goods only after receiving customer orders
 - (D) Eliminating outdated products from the market immediately
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9. If a company targets 1,000 units but achieves them at double the cost due to inefficiencies, is the manager 'Effective' or 'Efficient'?

- (A) Both Effective and Efficient
 - (B) Efficient but not Effective
 - (C) Effective but not Efficient
 - (D) Neither Effective nor Efficient
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10. Which Indian portal serves as an e-commerce platform for Government-to-Business (G2B) procurement?

- (A) SWAYAM
 - (B) Government e-Marketplace (GeM)
 - (C) DIKSHA
 - (D) e-NAM
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11. Identify the odd one out among these management roles: CEO, Vice President, Production Manager, Managing Director.

- (A) CEO
 - (B) Vice President
 - (C) Production Manager
 - (D) Managing Director
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12. If 'COMMUNICATION' is coded as 'NOITACINUMMOC', how would 'MANAGEMENT' be coded?

- (A) TNEMEGANAM
- (B) TNEGANAMEM
- (C) TNEMAGANAM

(D) TNEMEGANMA

13. A man invests 10,000 at 10% compound interest compounded annually; what is the total amount after 2 years?

- (A) 12,000
 - (B) 12,100
 - (C) 11,000
 - (D) 12,200
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14. In a bar graph representing sales data, what does the height of the rectangular bars typically represent?

- (A) The time period of sales
 - (B) The number of products displayed
 - (C) The magnitude or value of the sales data
 - (D) The color coding of the graph
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15. Which fundamental right in the Indian Constitution was amended to include the 'Right to Education'?

- (A) Article 14
 - (B) Article 19
 - (C) Article 21
 - (D) Article 32
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