

CUET-UG Business Studies Paper-4

Duration: 1 Hour

Maximum Marks: 250

Instructions

- This paper contains a total of 50 Multiple Choice Questions.
- Each correct answer carries **+5 marks**.
- Each incorrect answer carries **-1 mark**.
- No negative marking for unattempted questions.

Q1. Which function of management is concerned with setting objectives and deciding future courses of action?

- (A) Organising
- (B) Planning
- (C) Staffing
- (D) Controlling

Q2. Which principle of management emphasizes fair treatment of employees?

- (A) Discipline
- (B) Equity
- (C) Unity of Command
- (D) Centralisation

Q3. The process of finding and attracting job applicants is called:

- (A) Selection
- (B) Recruitment
- (C) Training
- (D) Promotion

Q4. Which financial decision is related to deciding the source of funds?



- (A) Investment decision
- (B) Financing decision
- (C) Dividend decision
- (D) Working capital decision

Q5. Which market structure has a single seller?

- (A) Monopoly
- (B) Oligopoly
- (C) Perfect competition
- (D) Monopolistic competition

Q6. Which principle states authority flows in a straight line from top to bottom?

- (A) Unity of Direction
- (B) Scalar Chain
- (C) Equity
- (D) Initiative

Q7. Which is NOT a feature of management?

- (A) Universal
- (B) Intangible
- (C) Static
- (D) Goal-oriented

Q8. Which concept of marketing focuses on production efficiency?

- (A) Selling concept
- (B) Product concept
- (C) Production concept
- (D) Marketing concept



- Q9.** Which document contains duties and responsibilities of a job?
- (A) Job specification
 - (B) Job description
 - (C) Recruitment plan
 - (D) Selection test
- Q10.** Which function ensures employees are guided and supervised?
- (A) Directing
 - (B) Planning
 - (C) Staffing
 - (D) Controlling
- Q11.** Which is a non-financial incentive?
- (A) Salary
 - (B) Bonus
 - (C) Recognition
 - (D) Commission
- Q12.** Selling goods directly to consumers is called:
- (A) Wholesaling
 - (B) Retailing
 - (C) Advertising
 - (D) Branding
- Q13.** One head and one plan principle is:
- (A) Unity of Direction
 - (B) Equity
 - (C) Discipline



(D) Initiative

Q14. Charts and graphs used in control is:

- (A) Budgetary control
- (B) Statistical control
- (C) Personal observation
- (D) Written reports

Q15. A single-use plan is:

- (A) Policy
- (B) Rule
- (C) Programme
- (D) Strategy

Q16. Promoting goods to customers is:

- (A) Storage
- (B) Promotion
- (C) Transportation
- (D) Standardisation

Q17. Long-term source of finance is:

- (A) Trade credit
- (B) Bank overdraft
- (C) Equity shares
- (D) Bills payable

Q18. Employees involved in decision-making leadership is:

- (A) Autocratic
- (B) Democratic



- (C) Laissez-faire
- (D) Bureaucratic

Q19. Rules and procedures document is:

- (A) Policy
- (B) Budget
- (C) Rule
- (D) Programme

Q20. Motivating employees is part of:

- (A) Organising
- (B) Staffing
- (C) Directing
- (D) Controlling

Q21. Customer satisfaction integrated marketing concept is:

- (A) Selling concept
- (B) Marketing concept
- (C) Production concept
- (D) Product concept

Q22. NOT a marketing mix element is:

- (A) Product
- (B) Price
- (C) Place
- (D) Planning

Q23. Internal recruitment source is:

- (A) Advertisement



- (B) Promotion
- (C) Campus hiring
- (D) Employment exchange

Q24. Harmony among activities principle is:

- (A) Discipline
- (B) Unity of Direction
- (C) Initiative
- (D) Order

Q25. Comparing actual performance with standards is:

- (A) Measurement
- (B) Comparison
- (C) Correction
- (D) Planning

Q26. Which management principle emphasizes division of work among employees?

- (A) Unity of Command
- (B) Division of Work
- (C) Equity
- (D) Discipline

Q27. Which type of plan provides general guidelines for decision-making?

- (A) Rule
- (B) Policy
- (C) Programme
- (D) Budget

Q28. Which process involves selecting the best candidate from available applicants?



- (A) Recruitment
- (B) Selection
- (C) Training
- (D) Placement

Q29. Which function deals with determining the best use of available funds?

- (A) Financing
- (B) Investment
- (C) Marketing
- (D) Staffing

Q30. A market structure with few large sellers is called:

- (A) Monopoly
- (B) Oligopoly
- (C) Perfect competition
- (D) Monopolistic competition

Q31. Which principle focuses on fairness in rewards and punishment?

- (A) Discipline
- (B) Equity
- (C) Initiative
- (D) Order

Q32. Which concept focuses on satisfying customer needs at profit?

- (A) Selling concept
- (B) Product concept
- (C) Marketing concept
- (D) Production concept



- Q33.** Which document is prepared before starting recruitment process?
- (A) Job specification
 - (B) Job description
 - (C) Pay slip
 - (D) Balance sheet
- Q34.** Which leadership style gives complete freedom to employees?
- (A) Autocratic
 - (B) Democratic
 - (C) Laissez-faire
 - (D) Bureaucratic
- Q35.** Which is a primary function of management?
- (A) Innovation
 - (B) Controlling
 - (C) Marketing
 - (D) Research
- Q36.** Which type of plan is permanent in nature?
- (A) Programme
 - (B) Policy
 - (C) Budget
 - (D) Project
- Q37.** Which is an external source of recruitment?
- (A) Promotion
 - (B) Transfer
 - (C) Advertisement



(D) Internal posting

Q38. Which element is NOT part of marketing mix?

(A) Product

(B) Price

(C) Place

(D) People Management

Q39. Which function involves motivating employees?

(A) Staffing

(B) Directing

(C) Planning

(D) Organising

Q40. Which is a short-term source of finance?

(A) Equity shares

(B) Debentures

(C) Bank overdraft

(D) Retained earnings

Q41. Which is NOT a function of management?

(A) Planning

(B) Organising

(C) Directing

(D) Manufacturing

Q42. Which principle relates to employee discipline?

(A) Discipline

(B) Initiative



- (C) Equity
- (D) Unity of Command

Q43. Which is an example of personal selling?

- (A) Newspaper advertisement
- (B) Salesman visit
- (C) Billboard
- (D) TV advertisement

Q44. Which is a feature of planning?

- (A) Random process
- (B) Future oriented
- (C) Unstructured
- (D) Unorganized

Q45. Which is NOT a financial decision?

- (A) Investment
- (B) Financing
- (C) Dividend
- (D) Marketing

Q46. Which is a characteristic of entrepreneurship?

- (A) Risk taking
- (B) Avoiding decisions
- (C) No innovation
- (D) No planning

Q47. Which is a marketing activity?

- (A) Production



- (B) Distribution
- (C) Accounting
- (D) Recruitment

Q48. Which is NOT part of directing?

- (A) Motivation
- (B) Leadership
- (C) Communication
- (D) Planning

Q49. Which is a benefit of controlling?

- (A) Waste of time
- (B) Improves efficiency
- (C) Increases confusion
- (D) Reduces coordination

Q50. Which is a feature of organisation?

- (A) Random structure
- (B) Systematic structure
- (C) No coordination
- (D) No hierarchy



Detailed Solutions**Q1.****Solution****Concept:** Planning.**Explanation:** Planning is the management function that involves setting objectives and deciding the future course of action to achieve those objectives efficiently. It provides direction to all other functions.**Option Analysis:**

- (A) Incorrect — Organising arranges resources and activities.
- (B) Correct — Planning sets objectives and future actions.
- (C) Incorrect — Staffing deals with hiring employees.
- (D) Incorrect — Controlling monitors performance.

Final Answer: *Planning***Answer: (B)****Q2.****Solution****Concept:** Equity Principle.**Explanation:** Equity means fair, just and impartial treatment of employees. It helps in maintaining motivation and positive work culture in the organisation.**Option Analysis:**

- (A) Incorrect — Discipline means obedience to rules.
- (B) Correct — Equity means fairness.
- (C) Incorrect — Unity of Command means one boss per employee.
- (D) Incorrect — Centralisation means concentration of authority.

Final Answer: *Equity***Answer: (B)**

Q3.

Solution**Concept:** Recruitment.**Explanation:** Recruitment is the process of identifying and attracting qualified candidates for job vacancies in an organisation.**Option Analysis:**

- (A) Incorrect — Selection means choosing best candidate.
- (B) Correct — Recruitment attracts applicants.
- (C) Incorrect — Training develops skills.
- (D) Incorrect — Promotion is upward movement.

Final Answer: *Recruitment***Answer: (B)**

Q4.

Solution**Concept:** Financing Decision.**Explanation:** Financing decision involves deciding the source of funds like equity, debt, or retained earnings for business operations.**Option Analysis:**

- (A) Incorrect — Investment decision relates to asset purchase.
- (B) Correct — Financing decision relates to funds source.
- (C) Incorrect — Dividend decision relates to profit distribution.
- (D) Incorrect — Working capital relates to daily operations.

Final Answer: *Financing Decision***Answer: (B)**

Q5.

Solution**Concept:** Monopoly Market.**Explanation:** Monopoly is a market structure where there is only one seller who controls the entire supply of a product with no close substitutes.**Option Analysis:**

- (A) Correct — One seller exists.
- (B) Incorrect — Few sellers in oligopoly.
- (C) Incorrect — Many sellers in perfect competition.
- (D) Incorrect — Many sellers with differentiation.

Final Answer: *Monopoly***Answer: (A)**

Q6.

Solution**Concept:** Scalar Chain.**Explanation:** Scalar chain is the formal line of authority from top to bottom in an organisation that ensures proper communication flow.**Option Analysis:**

- (A) Incorrect — Unity of Direction is one plan one objective.
- (B) Correct — Scalar chain is hierarchy of authority.
- (C) Incorrect — Equity means fairness.
- (D) Incorrect — Initiative encourages employee participation.

Final Answer: *Scalar Chain***Answer: (B)**

Q7.

Solution**Concept:** Nature of Management.**Explanation:** Management is dynamic and changes according to business environment, technology, and market conditions.**Option Analysis:**

- (A) Incorrect — Universal is a feature.
- (B) Incorrect — Intangible is a feature.
- (C) Correct — Static is NOT a feature.
- (D) Incorrect — Goal-oriented is a feature.

Final Answer: *Static (Not a feature)***Answer:** (C)

Q8.

Solution**Concept:** Production Concept.**Explanation:** Production concept focuses on mass production and availability of goods at low cost to increase efficiency.**Option Analysis:**

- (A) Incorrect — Selling focuses on aggressive selling.
- (B) Incorrect — Product focuses on quality.
- (C) Correct — Production efficiency focus.
- (D) Incorrect — Marketing focuses on customer needs.

Final Answer: *Production Concept***Answer:** (C)

Q9.

Solution**Concept:** Job Description.**Explanation:** Job description provides detailed information about duties, responsibilities, and working conditions of a job.**Option Analysis:**

- (A) Incorrect — Job specification lists required qualities.
- (B) Correct — Job description explains duties.
- (C) Incorrect — Recruitment plan is strategy.
- (D) Incorrect — Selection test evaluates candidates.

Final Answer: *Job Description***Answer: (B)**

Q10.

Solution**Concept:** Directing.**Explanation:** Directing involves guiding, motivating, and supervising employees to achieve organisational goals effectively.**Option Analysis:**

- (A) Correct — Directing guides employees.
- (B) Incorrect — Planning sets objectives.
- (C) Incorrect — Staffing hires employees.
- (D) Incorrect — Controlling monitors performance.

Final Answer: *Directing***Answer: (A)**

Q11.

Solution**Concept:** Non-financial Incentives.**Explanation:** Non-financial incentives are those rewards that do not involve direct monetary benefits but motivate employees through recognition, appreciation, status, and job satisfaction. Recognition is a non-financial incentive.**Option Analysis:**

- (A) Incorrect — Salary is a financial incentive
- (B) Incorrect — Bonus is a financial incentive
- (C) Correct — Recognition is a non-financial incentive
- (D) Incorrect — Commission is a financial incentive

Final Answer:

Q12.

Solution**Concept:** Retailing.**Explanation:** Retailing refers to the sale of goods directly to final consumers for personal use.**Option Analysis:**

- (A) Incorrect — Wholesaling sells in bulk to retailers.
- (B) Correct — Retailing sells directly to consumers.
- (C) Incorrect — Advertising is promotion activity.
- (D) Incorrect — Branding is name/identity creation.

Final Answer: 

Q13.

Solution**Concept:** Unity of Direction.**Explanation:** Unity of Direction means one head, one plan, one objective for a group of activities.**Option Analysis:**

- (A) Correct — One plan and one objective.
- (B) Incorrect — Equity is fairness principle.
- (C) Incorrect — Discipline is obedience to rules.
- (D) Incorrect — Initiative is employee participation.

Final Answer: *Unity of Direction***Answer: (A)**

Q14.

Solution**Concept:** Statistical Control.**Explanation:** Statistical control uses charts, graphs, and statistical tools to monitor and control performance.**Option Analysis:**

- (A) Incorrect — Budgetary control uses budgets.
- (B) Correct — Statistical control uses graphs/charts.
- (C) Incorrect — Personal observation is direct supervision.
- (D) Incorrect — Written reports are descriptive tools.

Final Answer: *Statistical Control***Answer: (B)**

Q15.

Solution**Concept:** Programme.**Explanation:** A programme is a single-use plan designed for a specific activity or event.**Option Analysis:**

- (A) Incorrect — Policy is standing plan.
- (B) Incorrect — Rule is strict instruction.
- (C) Correct — Programme is single-use plan.
- (D) Incorrect — Strategy is long-term plan.

Final Answer: *Programme***Answer:** (C)

Q16.

Solution**Concept:** Promotion.**Explanation:** Promotion involves communicating and promoting products to customers to increase sales.**Option Analysis:**

- (A) Incorrect — Storage is warehousing activity.
- (B) Correct — Promotion is communication activity.
- (C) Incorrect — Transportation is physical movement of goods.
- (D) Incorrect — Standardisation ensures quality uniformity.

Final Answer: *Promotion***Answer:** (B)

Q17.

Solution**Concept:** Equity Shares.**Explanation:** Equity shares are a long-term source of finance as they provide permanent capital to the company.**Option Analysis:**

- (A) Incorrect — Trade credit is short-term.
- (B) Incorrect — Bank overdraft is short-term.
- (C) Correct — Equity shares are long-term finance.
- (D) Incorrect — Bills payable are short-term liabilities.

Final Answer: *Equity Shares***Answer: (C)**

Q18.

Solution**Concept:** Democratic Leadership.**Explanation:** Democratic leadership involves employees in decision-making process.**Option Analysis:**

- (A) Incorrect — Autocratic is boss-centered.
- (B) Correct — Democratic involves participation.
- (C) Incorrect — Laissez-faire gives full freedom.
- (D) Incorrect — Bureaucratic follows strict rules.

Final Answer: *Democratic***Answer: (B)**

Q19.

Solution**Concept:** Rules.**Explanation:** Rules are specific instructions that must be strictly followed in an organisation.**Option Analysis:**

- (A) Incorrect — Policy is general guideline.
- (B) Incorrect — Budget is financial plan.
- (C) Correct — Rule is strict instruction.
- (D) Incorrect — Programme is single-use plan.

Final Answer: RuleAnswer: (C)

Q20.

Solution**Concept:** Directing.**Explanation:** Motivating employees is a part of directing function which guides and inspires employees to achieve goals.**Option Analysis:**

- (A) Incorrect — Organising arranges resources.
- (B) Incorrect — Staffing deals with hiring.
- (C) Correct — Directing includes motivation.
- (D) Incorrect — Controlling checks performance.

Final Answer: DirectingAnswer: (C)

Q21.

Solution**Concept:** Marketing Concept.**Explanation:** Marketing concept focuses on customer satisfaction and integrated marketing efforts.**Option Analysis:**

- (A) Incorrect — Selling focuses on pushing products.
- (B) Correct — Marketing focuses on customer satisfaction.
- (C) Incorrect — Production focuses on efficiency.
- (D) Incorrect — Product focuses on quality only.

Final Answer: *Marketing Concept***Answer: (B)**

Q22.

Solution**Concept:** Marketing Mix.**Explanation:** Marketing mix includes Product, Price, Place, and Promotion. Planning is not part of it.**Option Analysis:**

- (A) Incorrect — Product is part of mix.
- (B) Incorrect — Price is part of mix.
- (C) Incorrect — Place is part of mix.
- (D) Correct — Planning is not part of marketing mix.

Final Answer: *Planning***Answer: (D)**

Q23.

Solution**Concept:** Promotion.**Explanation:** Promotion is an internal source of recruitment used to fill higher positions within the organisation.**Option Analysis:**

- (A) Incorrect — Advertisement is external source.
- (B) Correct — Promotion is internal source.
- (C) Incorrect — Campus hiring is external source.
- (D) Incorrect — Employment exchange is external source.

Final Answer: *Promotion***Answer: (B)**

Q24.

Solution**Concept:** Unity of Direction.**Explanation:** Unity of Direction ensures harmony among activities with one objective and one plan.**Option Analysis:**

- (A) Incorrect — Discipline ensures obedience.
- (B) Correct — Unity of Direction ensures harmony.
- (C) Incorrect — Initiative encourages participation.
- (D) Incorrect — Order ensures systematic arrangement.

Final Answer: *Unity of Direction***Answer: (B)**

Q25.

Solution**Concept:** Comparison.**Explanation:** Comparison means comparing actual performance with standards to identify deviations.**Option Analysis:**

- (A) Incorrect — Measurement records performance.
- (B) Correct — Comparison identifies deviation.
- (C) Incorrect — Correction takes action.
- (D) Incorrect — Planning sets objectives.

Final Answer: *Comparison***Answer: (B)**

Q26.

Solution**Concept:** Division of Work.**Explanation:** Division of Work refers to dividing total work into smaller tasks and assigning them to specialists. This improves efficiency, speed, and productivity in the organisation.**Option Analysis:**

- (A) Incorrect — Unity of Command deals with one boss principle.
- (B) Correct — Division of Work means specialization of tasks.
- (C) Incorrect — Equity refers to fairness.
- (D) Incorrect — Discipline refers to obedience to rules.

Final Answer: *Division of Work***Answer: (B)**

Q27.

Solution**Concept:** Policy.**Explanation:** A policy is a general guideline that helps managers in decision-making under different situations. It provides flexibility and direction.**Option Analysis:**

- (A) Incorrect — Rule is strict and specific.
- (B) Correct — Policy is a guideline for decisions.
- (C) Incorrect — Programme is a single-use plan.
- (D) Incorrect — Budget is a financial plan.

Final Answer: *Policy***Answer: (B)**

Q28.

Solution**Concept:** Selection.**Explanation:** Selection is the process of choosing the most suitable candidate from a pool of applicants after proper evaluation and testing.**Option Analysis:**

- (A) Incorrect — Recruitment attracts candidates.
- (B) Correct — Selection chooses the best candidate.
- (C) Incorrect — Training develops skills.
- (D) Incorrect — Placement assigns job role.

Final Answer: *Selection***Answer: (B)**

Q29.

Solution**Concept:** Investment Decision.**Explanation:** Investment decision involves selecting where to invest funds to get maximum return and efficient utilization of resources.**Option Analysis:**

- (A) Incorrect — Financing deals with sources of funds.
- (B) Correct — Investment deals with use of funds.
- (C) Incorrect — Marketing relates to selling.
- (D) Incorrect — Staffing deals with hiring employees.

Final Answer: *Investment Decision***Answer: (B)**

Q30.

Solution**Concept:** Oligopoly.**Explanation:** Oligopoly is a market structure where a few large firms dominate the market and decisions of one firm affect others.**Option Analysis:**

- (A) Incorrect — Monopoly has one seller.
- (B) Correct — Oligopoly has few sellers.
- (C) Incorrect — Perfect competition has many sellers.
- (D) Incorrect — Monopolistic competition has many sellers with differentiation.

Final Answer: *Oligopoly***Answer: (B)**

Q31.

Solution**Concept:** Equity Principle.**Explanation:** Equity means fair and just treatment of all employees in rewards, punishments, and workplace relations.**Option Analysis:**

- (A) Incorrect — Discipline ensures rules are followed.
- (B) Correct — Equity ensures fairness.
- (C) Incorrect — Initiative encourages participation.
- (D) Incorrect — Order refers to systematic arrangement.

Final Answer: *Equity***Answer: (B)**

Q32.

Solution**Concept:** Marketing Concept.**Explanation:** Marketing concept focuses on identifying customer needs and satisfying them more effectively than competitors.**Option Analysis:**

- (A) Incorrect — Selling focuses on selling goods.
- (B) Incorrect — Product focuses on quality.
- (C) Correct — Marketing focuses on customer satisfaction.
- (D) Incorrect — Production focuses on cost efficiency.

Final Answer: *Marketing Concept***Answer: (C)**

Q33.

Solution**Concept:** Job Description.**Explanation:** Job description provides detailed information about duties, responsibilities, and working conditions of a job.**Option Analysis:**

- (A) Incorrect — Job specification lists qualifications.
- (B) Correct — Job description explains duties.
- (C) Incorrect — Pay slip shows salary.
- (D) Incorrect — Balance sheet is financial statement.

Final Answer: *Job Description***Answer: (B)**

Q34.

Solution**Concept:** Laissez-faire Leadership.**Explanation:** Laissez-faire leadership gives complete freedom to employees to make decisions and work independently.**Option Analysis:**

- (A) Incorrect — Autocratic is boss-centered.
- (B) Incorrect — Democratic involves participation.
- (C) Correct — Laissez-faire gives freedom.
- (D) Incorrect — Bureaucratic follows strict rules.

Final Answer: *Laissez – faire***Answer: (C)**

Q35.

Solution**Concept:** Controlling.**Explanation:** Controlling is a management function that ensures actual performance matches planned standards.**Option Analysis:**

- (A) Incorrect — Innovation is creative process.
- (B) Correct — Controlling is a management function.
- (C) Incorrect — Marketing is business activity.
- (D) Incorrect — Research is analytical activity.

Final Answer: *Controlling***Answer: (B)**

Q36.

Solution**Concept:** Policy.**Explanation:** Policy is a standing plan that provides general guidelines for decision-making in an organisation and is used repeatedly.**Option Analysis:**

- (A) Incorrect — Programme is a single-use plan.
- (B) Correct — Policy gives general guidelines.
- (C) Incorrect — Budget is a financial plan.
- (D) Incorrect — Project is a temporary activity.

Final Answer: *Policy***Answer: (B)**

Q37.

Solution**Concept:** External Recruitment.**Explanation:** Advertisement is an external source of recruitment used to attract candidates from outside the organisation.**Option Analysis:**

- (A) Incorrect — Promotion is internal source.
- (B) Incorrect — Transfer is internal movement.
- (C) Correct — Advertisement is external source.
- (D) Incorrect — Internal posting is internal source.

Final Answer: *Advertisement***Answer: (C)**

Q38.

Solution**Concept:** Marketing Mix.**Explanation:** Marketing mix includes Product, Price, Place, and Promotion. People management is not part of the marketing mix.**Option Analysis:**

- (A) Incorrect — Product is part of marketing mix.
- (B) Incorrect — Price is part of marketing mix.
- (C) Incorrect — Place is part of marketing mix.
- (D) Correct — People management is not part of marketing mix.

Final Answer: *People Management***Answer: (D)**

Q39.

Solution**Concept:** Directing.**Explanation:** Directing involves guiding, motivating, and supervising employees to achieve organisational goals effectively.**Option Analysis:**

- (A) Incorrect — Staffing deals with recruitment.
- (B) Correct — Directing involves motivation and leadership.
- (C) Incorrect — Planning sets objectives.
- (D) Incorrect — Organising arranges resources.

Final Answer: *Directing***Answer: (B)**

Q40.

Solution**Concept:** Short-term Finance.**Explanation:** Bank overdraft is a short-term source of finance used to meet immediate working capital requirements.**Option Analysis:**

- (A) Incorrect — Equity shares are long-term.
- (B) Incorrect — Debentures are long-term.
- (C) Correct — Bank overdraft is short-term.
- (D) Incorrect — Retained earnings are internal funds.

Final Answer: *Bank Overdraft***Answer: (C)**

Q41.

Solution**Concept:** Management Functions.**Explanation:** Manufacturing is a production activity, not a function of management like planning, organising, directing, and controlling.**Option Analysis:**

- (A) Incorrect — Planning is a function of management.
- (B) Incorrect — Organising is a function of management.
- (C) Incorrect — Directing is a function of management.
- (D) Correct — Manufacturing is not a management function.

Final Answer: *Manufacturing***Answer: (D)**

Q42.

Solution**Concept:** Discipline Principle.**Explanation:** Discipline refers to obedience, respect for rules, and proper conduct in an organisation.**Option Analysis:**

- (A) Correct — Discipline ensures rule-following.
- (B) Incorrect — Initiative encourages participation.
- (C) Incorrect — Equity ensures fairness.
- (D) Incorrect — Unity of Command is one boss principle.

Final Answer: *Discipline***Answer: (A)**

Q43.

Solution**Concept:** Personal Selling.**Explanation:** Personal selling involves direct interaction between seller and buyer, such as a salesman visiting customers.**Option Analysis:**

- (A) Incorrect — Advertisement is impersonal.
- (B) Correct — Salesman visit is personal selling.
- (C) Incorrect — Billboard is mass advertising.
- (D) Incorrect — TV ads are mass communication.

Final Answer: *Salesman Visit***Answer: (B)**

Q44.

Solution**Concept:** Planning Feature.**Explanation:** Planning is future-oriented as it focuses on achieving future goals through systematic actions.**Option Analysis:**

- (A) Incorrect — Planning is not random.
- (B) Correct — Planning is future oriented.
- (C) Incorrect — It is structured process.
- (D) Incorrect — It is organized activity.

Final Answer: *Future Oriented***Answer: (B)**

Q45.

Solution**Concept:** Financial Decisions.**Explanation:** Marketing is not a financial decision; financial decisions include investment, financing, and dividend decisions.**Option Analysis:**

- (A) Incorrect — Investment is financial decision.
- (B) Incorrect — Financing is financial decision.
- (C) Incorrect — Dividend is financial decision.
- (D) Correct — Marketing is not financial decision.

Final Answer: *Marketing***Answer: (D)**

Q46.

Solution**Concept:** Entrepreneurship.**Explanation:** Entrepreneurship involves risk-taking, innovation, and decision-making ability to start and manage business ventures.**Option Analysis:**

- (A) Correct — Risk taking is key trait.
- (B) Incorrect — Avoiding decisions is wrong.
- (C) Incorrect — Innovation is essential.
- (D) Incorrect — Planning is required.

Final Answer: *Risk Taking***Answer: (A)**

Q47.

Solution**Concept:** Marketing Activity.**Explanation:** Distribution is a key marketing activity that ensures delivery of goods and services to consumers.**Option Analysis:**

- (A) Incorrect — Production is manufacturing activity.
- (B) Correct — Distribution is marketing activity.
- (C) Incorrect — Accounting is financial activity.
- (D) Incorrect — Recruitment is HR activity.

Final Answer: *Distribution***Answer: (B)**

Q48.

Solution**Concept:** Directing.**Explanation:** Planning is not part of directing. Directing includes motivation, leadership, and communication.**Option Analysis:**

- (A) Incorrect — Motivation is part of directing.
- (B) Incorrect — Leadership is part of directing.
- (C) Incorrect — Communication is part of directing.
- (D) Correct — Planning is separate function.

Final Answer: *Planning***Answer: (D)**

Q49.

Solution**Concept:** Controlling.**Explanation:** Controlling improves efficiency by comparing actual performance with standards and taking corrective action.**Option Analysis:**

- (A) Incorrect — It is not waste of time.
- (B) Correct — It improves efficiency.
- (C) Incorrect — It reduces confusion.
- (D) Incorrect — It improves coordination.

Final Answer: *Improves Efficiency***Answer: (B)**

Q50.

Solution**Concept:** Organisation.**Explanation:** Organisation refers to systematic structure of roles and responsibilities to achieve objectives efficiently.**Option Analysis:**

- (A) Incorrect — Random structure is not organisation.
- (B) Correct — Systematic structure is organisation.
- (C) Incorrect — Coordination exists in organisation.
- (D) Incorrect — Hierarchy exists in organisation.

Final Answer: *Systematic Structure***Answer: (B)**

Answer Key

Q	Ans	Q	Ans	Q	Ans	Q	Ans	Q	Ans
1	B	2	B	3	B	4	B	5	A
6	B	7	C	8	C	9	B	10	A
11	C	12	B	13	A	14	B	15	C
16	B	17	C	18	B	19	C	20	C
21	B	22	D	23	B	24	B	25	B
26	B	27	B	28	B	29	B	30	B
31	B	32	C	33	B	34	C	35	B
36	B	37	C	38	D	39	B	40	C
41	D	42	A	43	B	44	B	45	D
46	A	47	B	48	D	49	B	50	B

