

Code No.

V – 2396

**Common Entrance Examination for Admission to Four Year Under
Graduate Programmes in the Teaching Departments of the
University of Kerala, 2025**

CSS

BUSINESS ADMINISTRATION (B.B.A.)

For office use only

General Instructions

1. The Question Paper is having **40 Objective Questions**, each carrying **Four marks**.
2. The answers are to be (✓) 'tick marked' only in the "Response Sheet" provided.
3. **Negative marking : 1 mark will be deducted for each wrong answer.**

Time : 1 Hour

Max. Marks : 160

To be filled in by the Candidate

Register Number	in Figures										
	in words										

For office use only

Choose appropriate answer from the options in the questions.

(40 × 4 = 160 marks)

1. Which of the following management functions are closely related?
 - A. Planning and Organising
 - B. Staffing and Control
 - C. Planning and Control
 - D. Planning and Staffing

DO NOT WRITE HERE

2. Mr. X has invested Rs. 5,000 at a 5% rate of simple interest for 3 years. What is his/her total return?
 - A. Rs. 5750
 - B. Rs. 5850
 - C. Rs. 6750
 - D. Rs. 6850
3. What is a progressive tax?
 - A. A tax that takes a higher percentage from lower incomes
 - B. A tax that takes a higher percentage from higher incomes
 - C. A tax that takes the same percentage from all incomes
 - D. A tax that decreases as income increases

- V - 2396**

9. ATM means
- A. Any Time Money
 - B. Auto Truck of Mahindra
 - C. Automated Teller Machine
 - D. None of the above
10. Concentration of authority at one level is called _____.
- A. Decentralisation
 - B. Delegation
 - C. Accountability
 - D. Centralisation
11. Compared to a resume, _____ is more academically oriented.
- A. Cover letter
 - B. Interview
 - C. Curriculum Vitae
 - D. Bio-data
12. What is the validity period of a cheque?
- A. 4 months from the date of issue
 - B. 3 months from the date of issue
 - C. 1 month from the date of issue
 - D. Unlimited
13. Ms. Kavitha tends to be more biased towards her female employees when solving conflicts among employees. Which principle is being violated here?
- A. Discipline
 - B. Order
 - C. Equity
 - D. None of these
14. 'Rule of thumb' refers to _____.
- A. Use of personal judgment in handling management issues
 - B. Adopting a hit-and-trial approach to resolve management problems
 - C. Both of the above
 - D. None of the above

15. The most frequently occurring number in a set of values is called
 - A. mean
 - B. median
 - C. mode
 - D. range
16. Which is NOT one of the three purposes for giving oral presentations?
 - A. To persuade
 - B. To debate
 - C. To build goodwill
 - D. To inform
17. What is the primary focus of microeconomics?
 - A. National economies
 - B. Individual markets and entities
 - C. Global economic trends
 - D. Government policies
18. Effectiveness relates to _____.
 - A. Doing the right task
 - B. Completing activities
 - C. Achieving goals
 - D. All of the above
19. _____ is a written announcement that is distributed to a large number of people to convey any commercial or non-commercial message in the minimum time, costs and efforts.
 - A. Memo
 - B. Notice
 - C. Circular
 - D. Publicity
20. The mean of five numbers is 30. If one number is excluded, their mean becomes 28. The excluded number is _____.
 - A. 28
 - B. 30
 - C. 35
 - D. 38
21. Liabilities of a firm are 8,00,000 and capital of the proprietor is 7,00,000. Then total assets are:
 - A. 2,00,000
 - B. 15,00,000
 - C. 4,00,000
 - D. 6,00,000

22. Which economic indicator reflects the overall health of the labour market?
- A. Consumer Price Index (CPI)
 - B. Gross Domestic Product (GDP)
 - C. Unemployment rate
 - D. Inflation rate
23. _____ are our body parts, especially arms, legs, hands and head, that convey meaning.
- A. Gestures
 - B. Proxemics
 - C. Time language
 - D. Paralanguage
24. Which of the following will be goods for a business run by a footwear merchant?
- A. Tables and Chairs
 - B. Pens and Pencils
 - C. Shoes
 - D. Electrical Appliances
25. The mean of 100 observations is 50 and their standard deviation is 5. The sum of squares of all the observations is _____.
- A. 50,000
 - B. 2,50,000
 - C. 2,52,500
 - D. 2,55,000
26. A list of items to be discussed and decided in a meeting is called a _____.
- A. Resolution
 - B. Minutes
 - C. Invoice
 - D. Agenda
27. One of the methods for determining the mode is _____.
- A. $\text{Mode} = 2 \text{ Median} - 3 \text{ Mean}$
 - B. $\text{Mode} = 3 \text{ Median} - 2 \text{ Mean}$
 - C. $\text{Mode} = 2 \text{ Mean} - 3 \text{ Median}$
 - D. $\text{Mode} = 3 \text{ Mean} - 2 \text{ Median}$

28. Fixed assets are:
- A. kept in the business for use over a long time to earn income
 - B. meant to convert into cash as quickly as possible
 - C. meant for resale
 - D. none of the above
29. Communication starts with:
- A. Encoding
 - B. Sender
 - C. Channel
 - D. Feedback
30. If there are two class intervals, 10-20 and 20-30, then in which interval will 20 falls?
- A. 10-20
 - B. 20-30
 - C. In both, 10-20 and 20-30
 - D. Neither in 10-20 nor 20-30
31. What is the demand for a commodity?
- A. Desire for the commodity
 - B. Need for the commodity
 - C. The quantity demanded of that commodity
 - D. The quantity consumers are willing to buy at various prices in a specific period.
32. Which of the following items is not financial in nature?
- A. Purchase of a machine for cash
 - B. Withdrawal of cash by the proprietor for his domestic use
 - C. Dismissing an employee from the job
 - D. Purchase of a bike on credit
33. Which of the following combinations is/are example/s of written communication?
- A. Letters and voicemail
 - B. Reports and email
 - C. Circulars and voicemail
 - D. All the above

RESPONSE SHEET

1	A B C D E	11	A B C D E	21	A B C D E	31	A B C D E
2	A B C D E	12	A B C D E	22	A B C D E	32	A B C D E
3	A B C D E	13	A B C D E	23	A B C D E	33	A B C D E
4	A B C D E	14	A B C D E	24	A B C D E	34	A B C D E
5	A B C D E	15	A B C D E	25	A B C D E	35	A B C D E
6	A B C D E	16	A B C D E	26	A B C D E	36	A B C D E
7	A B C D E	17	A B C D E	27	A B C D E	37	A B C D E
8	A B C D E	18	A B C D E	28	A B C D E	38	A B C D E
9	A B C D E	19	A B C D E	29	A B C D E	39	A B C D E
10	A B C D E	20	A B C D E	30	A B C D E	40	A B C D E

ROUGH WORK

ROUGH WORK

ROUGH WORK