






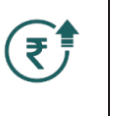






Sr. No.	Code	NOS Name	PC	Marks	Type	Hard/Medium/Easy	Questions	Option 1	Option 2	Option 3	Option 4	Answer
1	RAS/N0201	Get licenses, follow legal policies and procedures to start/run business	PC5: Examine legal options for the most suitable type of business structure.	1	SCB	Easy	What key factors should a small entrepreneur consider when choosing between a sole proprietorship, partnership, or corporation for their new business?	Legal liability and taxation	Initial investment required	Types of products sold	Location of business	1
2	RAS/N0201	Get licenses, follow legal policies and procedures to start/run business	PC7: Describe policies and procedures that have a bearing on the business.	2	DC	Medium	Which of the following policies is crucial for ensuring that employees follow workplace safety regulations?	Attendance Policy	Social Media Policy	Employee Handbook	Dress Code	3
3	RAS/N0201	Get licenses, follow legal policies and procedures to start/run business	PC9: Conform to the rules and policies for smooth functioning of business.	1	SCB	Easy	What steps can a business owner take to ensure employee compliance with new productivity rules despite resistance?	Enforce the rules strictly	Communicate the benefits of the changes	Ignore the employees' concerns	Consult with a lawyer	2
4	RAS/N0201	Get licenses, follow legal policies and procedures to start/run business	PC12: Establish the cost of procurement rights to products and services (if applicable).	3	FIB	Hard	The procurement cost includes _____	Product quality	Supplier reputation	Brand loyalty	Delivery charges	4
5	RAS/N0201	Get licenses, follow legal policies and procedures to start/run business	PC13: Determine brand ownership and protection rights.	1	CS	Easy	A company is considering trademarking its logo. What is the primary reason for doing so?	To enhance sales	To protect its brand identity	To reduce production costs	To enter new markets	2
6	RAS/N0202	Perform basic accounting practices	PC3: Open and Manage a Bank Account	1	DC	Easy	What is the first step in opening a business bank account?	Registering the business name	Preparing a business plan	Choosing a bank	Selecting a business structure	3
7	RAS/N0202	Perform basic accounting practices	PC5: Prepare Budget to Help Better Planning and Management of Finances	3	SCB	Hard	During the budgeting process, the finance team discovers a significant overspend in one department. What should they do next?	Cut costs in all departments	Ask for more funds	Ignore it and proceed	Review the overspend and adjust the budget	4
8	RAS/N0202	Perform basic accounting practices	PC7: Understand Elements of Basic Financial Accounting	1	FIB	Easy	The _____ is a financial statement that summarizes a company's revenues and expenses.	Balance sheet	Trial balance	Cash flow statement	Income statement	4
9	RAS/N0202	Perform basic accounting practices	PC6: Control Budget Through Monitoring of Various Financial Elements	2	CS	Medium	A company notices a consistent increase in operating costs over several months. What action should be taken?	Continue with the current budget	Increase prices for customers	Investigate the causes of the increase	Decrease marketing expenses	3
10	RAS/N0203	Continuously update self on new products/services offered by business	PC1: Describe the products/services involved in the business.	1	DC	Easy	What is an essential component when describing a product to potential customers?	Personal opinions	Competitor products	Technical specifications	Marketing strategies	3
11	RAS/N0203	Continuously update self on new products/services offered by business	PC2: Understand the market trend with respect to sales patterns.	3	SCB	Hard	A retail business observes a decline in sales over the past few months. What should the manager do to understand the cause?	Change the store layout	Analyze sales data for patterns	Increase advertising	Offer discounts	2
12	RAS/N0203	Continuously update self on new products/services offered by business	PC3: Identify related products/services and possible opportunities.	1	DC	Easy	Which of the following actions can help identify opportunities for related products?	Conduct market research	Increase prices	Limit product range	Reduce customer service	1
13	RAS/N0203	Continuously update self on new products/services offered by business	PC9: Identify and describe new technologies that can improve efficiencies and reduce risks.	2	CS	Medium	A company is evaluating new software to improve operations. What factor is most critical in this decision?	Cost of the software	Vendor reputation	User-friendliness	Compatibility with existing systems	4
14	RAS/N0204	Conduct daily business operations	PC6: Organize resources depending upon the marketing medium.	1	DC	Easy	Which resource is crucial for online marketing?	Print ads	Social media accounts	Trade shows	Direct mail	2
15	RAS/N0204	Conduct daily business operations	PC7: Plan budget requirements for the promotional programs.	2	SCB	Medium	A marketing team is planning a new promotional campaign. What is the first step they should take?	Define campaign goals	Allocate funds	Select promotional channels	Create promotional materials	1
16	RAS/N0204	Conduct daily business operations	PC8: Track and monitor effectiveness of the promotional programs.	1	DC	Easy	Which metric is often used to measure the effectiveness of a promotional program?	Employee satisfaction	Customer retention	Return on investment (ROI)	Product quality	3
17	RAS/N0204	Conduct daily business operations	PC9: Assess inventory/procuring capacity as per costs involved.	3	CS	Hard	A business faces stock shortages. What should management analyze to prevent this issue in the future?	Supplier contracts	Marketing strategies	Employee performance	Sales forecasts	4
18	RAS/N0204	Conduct daily business operations	PC10: Assess operational costs.	1	FIB	Easy	To determine profitability, a business must regularly review its _____ costs.	Fixed	Marketing	Capital	Operational	4

19	RAS/N0205	Build relationships with vendors/dealers to ensure smooth business operations and increase sales	PC6: Express need clearly and get into a workable relationship with vendor/s.	1	DC	Easy	What is the key to developing a strong relationship with a vendor?	Frequent visits	Regular meetings	Clear communication	Strict contracts	3
20	RAS/N0205	Build relationships with vendors/dealers to ensure smooth business operations and increase sales	PC7: Negotiate with vendors for a better deal.	2	SCB	Medium	A purchasing manager wants to negotiate prices with a supplier. What is the best approach to take?	Demand lower prices	Be confrontational	Discuss mutually beneficial terms	Accept initial offers	3
21	RAS/N0205	Build relationships with vendors/dealers to ensure smooth business operations and increase sales	PC8: Ensure proper contracting with vendors.	3	DC	Hard	Which aspect is critical to include in a vendor contract?	Vendor's personal information	Delivery timelines	Payment history	Vendor's employee roster	2
22	RAS/N0205	Build relationships with vendors/dealers to ensure smooth business operations and increase sales	PC9: Ensure minimization of possible risks and losses in vendor relationships.	1	CS	Easy	What is a primary risk when working with a single supplier?	Increased costs	Limited options	Better quality	Faster delivery	2
23	RAS/N0205	Build relationships with vendors/dealers to ensure smooth business operations and increase sales	PC10: Understand best practices and maintain cordial relationships.	2	FIB	Medium	Maintaining _____ with vendors can lead to better deals and improved collaboration.	Cordial	Hostile	Indifferent	Competitive	1
24	RAS/N0206	Meet health and safety requirements at place of work	PC3: Be presentable and well-groomed to service customers of all types.	1	SCB	Easy	What is an important aspect of being presentable in a customer-facing role?	Wearing casual clothes	Wearing uniforms	Clean and neat appearance	Avoiding personal grooming	3
25	RAS/N0206	Meet health and safety requirements at place of work	PC4: Use a separate and clean handkerchief/cloth for wiping off perspiration or dust.	1	IB	Easy	What should employees always use for hygiene while serving customers?	 Towel	 Separate cloth	 Tissue	 Napkin	2
26	RAS/N0207	Manage customer needs effectively through need identification and strong customer relationships	PC6: Maximize sales opportunities by using add-on and complementary sales techniques.	1	SCB	Easy	where your company is looking to boost revenue, what is the best approach to maximizing sales opportunities?	Focus on customer needs	Limit product offerings	Increase inventory	Ignore customer feedback	1
27	RAS/N0207	Manage customer needs effectively through need identification and strong customer relationships	PC7: Provide customers with detailed information about the product/service.	2	DC	Medium	Why is it essential to provide customers with detailed product information?	To avoid questions	To limit sales	To increase competition	To build trust	4
28	RAS/N0207	Manage customer needs effectively through need identification and strong customer relationships	PC8: Build relationships with customers to generate referrals.	1	SCB	Easy	A business owner wants to increase customer referrals. What should they prioritize?	Discounts	Advertising	Customer satisfaction	New products	3
29	RAS/N0207	Manage customer needs effectively through need identification and strong customer relationships	PC9: Collect feedback to improve to increase business returns and reach.	2	FIB	Medium	Collecting customer feedback is essential for _____ improvement.	Financial	Operational	Continuous	Instant	3
30	RAS/N0207	Manage customer needs effectively through need identification and strong customer relationships	PC10: Manage on-time delivery service fulfillment.	1	CS	Easy	A business is praised for its delivery service. What factor likely contributes to this success?	Long delivery times	Poor inventory tracking	Effective logistics management	Random delivery schedules	3

31	RAS/N0208	Demonstrate/show creativity, newness/innovation and enthusiasm to grow business	PC1: Identify opportunities and create solutions to face uncertainties.	1	DC	Easy	Which of the following is a sign of a creative approach to problem-solving?	Sticking to old methods	Ignoring new trends	Following company policies	Seeking innovative solutions	4
32	RAS/N0208	Demonstrate/show creativity, newness/innovation and enthusiasm to grow business	PC2: Expand business in other fields/lines of business as desired.	2	SCB	Medium	A business wants to diversify into new markets. What is the first step they should take?	Assess market trends	Analyze competitors	Launch new products	Reduce existing offerings	1
33	RAS/N0208	Demonstrate/show creativity, newness/innovation and enthusiasm to grow business	PC3: Innovate and improvise to pick up performance.	1	CS	Easy	Which of the following actions exemplifies innovation in a business?	Implementing new technology	Reducing product prices	Avoiding change	Following competitors	2
34	RAS/N0230	Use Social Media to Market Products and Services	PC6: Aggregate preliminary content on products and services to be published on the social media platforms.	1	DC	Easy	What is the main goal of aggregating content for social media?	To create confusion	To avoid engagement	To increase workload	To ensure consistency and relevance	4
35	RAS/N0230	Use Social Media to Market Products and Services	PC7: Curate the promotional content aligned with brand cultures, target customers, and social media platform requirements and compliances.	2	SCB	Medium	A brand's social media post is not resonating with its audience. What should the marketing team do first?	Change the brand image	Ignore the analytics	Increase posting frequency	Analyze audience engagement	4
36	RAS/N0230	Use Social Media to Market Products and Services	PC8: Prepare marketing campaigns on special offers, promotions, and events as required.	1	IM	Easy	A successful marketing campaign should clearly communicate the _____ of the offer.	 Complexity	 Duration	 Value	 Cost	3
37	RAS/N0230	Use Social Media to Market Products and Services	PC9: Post content on the social media platforms in alignment with social media policies and procedures.	3	FIB	Hard	When using social media to market products and services, it is important to post content that aligns with _____ to ensure compliance and brand consistency.	User engagement tactics	Personal opinions	Social media policies and procedures	Trending hashtags	3
38	RAS/N0230	Use Social Media to Market Products and Services	PC10: Use standard monitoring tools to track activity on social media posts.	1	CS	Easy	What is the purpose of using monitoring tools on social media?	To ignore customer feedback	To reduce social media presence	To create unnecessary reports	To track engagement and performance	4
39	DGT/VSQ/N0102	Employability Skills (60 Hours)	PC2: Identify and explore learning and employability portals.	1	SCB	Easy	A job seeker is unsure where to find relevant job opportunities. What should they do?	Wait for job offers	Explore employability portals	Ask friends only	Rely on social media	2
40	DGT/VSQ/N0102	Employability Skills (60 Hours)	PC5: Recognize the significance of 21st Century Skills for employment.	1	IB	Easy	Which type of skills are essential for effectively navigating and adapting to the rapidly changing technological landscape in today's job market?	 Technical	 Manual	 Financial	 Soft	1