

# Business Aptitude Questions for BBA Entrance Exam

1. What is the primary goal of a business?
  - a) Profit maximization
  - b) Employee satisfaction
  - c) Customer satisfaction
  - d) Market expansion
  - Answer: a) Profit maximization
  
2. What does GDP stand for?
  - a) Gross Domestic Product
  - b) General Domestic Product
  - c) Gross Direct Product
  - d) General Direct Product
  - Answer: a) Gross Domestic Product
  
3. What is the full form of CEO?
  - a) Chief Employee Officer
  - b) Chief Executive Officer
  - c) Corporate Executive Officer
  - d) Chief Economic Officer
  - Answer: b) Chief Executive Officer
  
4. What is the primary function of the marketing department?
  - a) Hiring employees
  - b) Managing finances
  - c) Promoting products and services
  - d) Developing software
  - Answer: c) Promoting products and services
  
5. Which of the following is a type of business ownership?
  - a) Partnership
  - b) Sole proprietorship
  - c) Corporation
  - d) All of the above
  - Answer: d) All of the above
  
6. What does SWOT analysis stand for?
  - a) Strengths, Weaknesses, Opportunities, Threats
  - b) Strengths, Work, Opportunities, Tasks
  - c) Strategies, Weaknesses, Opportunities, Threats

- d) Strengths, Weaknesses, Objectives, Targets
- Answer: a) Strengths, Weaknesses, Opportunities, Threats

7. What is a business plan?

- a) A marketing strategy
- b) A financial report
- c) A document outlining the goals, strategies, and operations of a business
- d) A legal contract
- Answer: c) A document outlining the goals, strategies, and operations of a business

8. What is the main purpose of market research?

- a) To increase production
- b) To reduce costs
- c) To understand consumer needs and preferences
- d) To hire employees
- Answer: c) To understand consumer needs and preferences

9. What is the term for the money invested in a business by its owners?

- a) Debt
- b) Equity
- c) Revenue
- d) Expense
- Answer: b) Equity

10. Which financial statement shows a company's assets, liabilities, and equity at a specific point in time?

- a) Income statement
- b) Cash flow statement
- c) Balance sheet
- d) Statement of retained earnings
- Answer: c) Balance sheet

11. What is the term for the reduction in value of an asset over time?

- a) Appreciation
- b) Depreciation
- c) Inflation
- d) Deflation
- Answer: b) Depreciation

12. What is the main purpose of advertising?

- a) To reduce costs
- b) To inform and persuade customers
- c) To increase employee satisfaction
- d) To manage inventory

- Answer: b) To inform and persuade customers

13. What is a target market?

- a) A group of employees
- b) A group of investors
- c) A specific group of consumers a business aims to reach
- d) A business competitor
- Answer: c) A specific group of consumers a business aims to reach

14. What is the process of identifying and assessing potential risks to a business?

- a) Market research
- b) Risk management
- c) Financial planning
- d) Strategic planning
- Answer: b) Risk management

15. What does ROI stand for?

- a) Return on Investment
- b) Rate of Income
- c) Return on Income
- d) Rate of Investment
- Answer: a) Return on Investment

16. What is the term for the amount by which revenue from sales exceeds costs in a business?

- a) Loss
- b) Profit
- c) Expense
- d) Liability
- Answer: b) Profit

17. What is a merger?

- a) The acquisition of one company by another
- b) The combination of two companies to form a new entity
- c) The process of entering a new market
- d) The development of a new product
- Answer: b) The combination of two companies to form a new entity

18. What is the role of human resources (HR) in a company?

- a) Managing marketing campaigns
- b) Overseeing financial transactions
- c) Recruiting and managing employees
- d) Developing new products
- Answer: c) Recruiting and managing employees

19. What is the term for a company's obligations or debts?

- a) Assets
- b) Equity
- c) Revenue
- d) Liabilities
- Answer: d) Liabilities

20. What is the primary focus of operations management?

- a) Financial planning
- b) Product development
- c) Efficient production and delivery of goods and services
- d) Marketing and sales
- Answer: c) Efficient production and delivery of goods and services

21. What is branding?

- a) The process of creating a unique name and image for a product
- b) The process of selling products
- c) The process of hiring employees
- d) The process of managing finances
- \*\*Answer: a) The process of creating a unique name and image for a product\*\*

22. What is a franchise?

- a) A business model where a company licenses its operations, products, and branding to another party
- b) A type of merger
- c) A form of debt financing
- d) A type of market research
- \*\*Answer: a) A business model where a company licenses its operations, products, and branding to another party\*\*

23. What does KPI stand for?

- a) Key Process Indicator
- b) Key Product Index
- c) Key Performance Indicator
- d) Key Profit Indicator
- Answer: c) Key Performance Indicator

24. What is the primary goal of financial management in a business?

- a) To maximize profits
- b) To manage employee satisfaction
- c) To increase market share
- d) To minimize costs
- Answer: a) To maximize profits

25. What is the term for the money a business earns from its normal business activities?

- a) Expense
- b) Revenue
- c) Liability
- d) Equity
- Answer: b) Revenue

26. What is an entrepreneur?

- a) A person who invests in stocks
- b) A person who starts and operates a business
- c) A person who manages a team
- d) A person who conducts market research
- Answer: b) A person who starts and operates a business

27. What is market segmentation?

- a) Dividing a market into distinct groups with similar needs or characteristics
- b) Merging with another company
- c) Increasing product prices
- d) Reducing production costs
- Answer: a) Dividing a market into distinct groups with similar needs or characteristics

28. What is a stock?

- a) A type of bond
- b) A share of ownership in a company
- c) A company's revenue
- d) A business loan
- Answer: b) A share of ownership in a company

29. What is a business strategy?

- a) A plan for hiring employees
- b) A financial report
- c) A long-term plan to achieve specific business goals
- d) A legal contract
- Answer: c) A long-term plan to achieve specific business goals

30. What is corporate social responsibility (CSR)?

- a) A company's efforts to manage its workforce
- b) A company's efforts to maximize profits
- c) A company's efforts to improve society and the environment
- d) A company's efforts to increase market share
- Answer: c) A company's efforts to improve society and the environment