

# GRAPHIC ERA UNIVERSITY

## Graphic Era Common Entrance Test (GECET)

### Sample Test Paper – **MBA**

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**Total Duration:** 120 Minutes (Aptitude plus Domain specific)

**Total Aptitude Questions:** 50

**Total Aptitude Marks:** 70

**Marks for Domain paper:** 30

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### **IMPORTANT INSTRUCTIONS**

1. Read each question carefully before answering.
2. All questions are compulsory.
3. There is no negative marking.
4. Use of calculators is not permitted unless explicitly allowed.

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### **Marking Scheme:**

- Domain-Specific: 15 Questions  $\times$  2 Marks = 30 Marks
- Aptitude: 30 Questions  $\times$  1 Mark + 20 Questions  $\times$  2 Marks = 70 Marks

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### **SECTION 1: APTITUDE**

**(Common Aptitude Sample Questions in a separate document)**

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### **SECTION 2**

**Domain Specific (2 Marks Each)**

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**1.Which of the following best explains the strategic importance of unicorns in a national startup ecosystem?**

- a) they eliminate competition from small firms
- b) they ensure government revenue stability
- c) they signal innovation capacity and investor confidence
- d) they replace traditional manufacturing sectors

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**2.A major risk associated with aggressive global M&A activity is:**

- a) increased product diversification
- b) faster decision-making
- c) cultural integration failure and strategic misalignment
- d) improved brand recognition

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**3.Artificial intelligence (ai) is best described as:**

- a) automation of manual labor
- b) systems that can mimic human intelligence, perception, reasoning and learning
- c) replacement of human decision-making entirely
- d) use of computers for data storage

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**4.Machine learning (ml) differs from traditional programming because ml systems:**

- a) follow fixed rule-based instructions
- b) require constant human supervision
- c) learn patterns from data to improve performance
- d) operate only on structured data

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**5.Digital transformation primarily focuses on:**

- a) shifting from analog to digital devices
- b) adoption of social media for marketing

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- c) integrating digital technologies to transform business models
- d) automating only IT departments

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**6. Blockchain technology is best known for enabling:**

- a) centralized data storage
- b) real-time video streaming
- c) decentralized and tamper-resistant records
- d) high-speed internet connectivity

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**7. Cryptocurrency transactions are typically validated through:**

- a) central banks
- b) government regulators
- c) distributed network consensus
- d) commercial financial institutions

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**8. Industry 5.0 primarily emphasizes:**

- a) complete replacement of humans by machines
- b) mass production at minimal cost
- c) human-machine collaboration
- d) outsourcing industrial operations

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**9. A key objective of digital transformation initiatives is to:**

- a) reduce organizational hierarchy
- b) improve customer experience through technology-enabled processes
- c) eliminate physical infrastructure
- d) increase dependence on third-party vendors

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**10. Which challenge is most commonly associated with large-scale AI adoption in organizations?**

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- a) hardware unavailability
- b) ethical concerns and data privacy issues
- c) lack of internet connectivity
- d) high employee turnover

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**11. The strategic shift from industry 4.0 to industry 5.0 reflects a movement toward:**

- a) higher levels of automation only
- b) cost leadership through robotics
- c) sustainable, personalized, and human-centric production
- d) global standardization of industrial output

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**12. Tech giants leverage continuous innovation primarily to:**

- a) reduce regulatory oversight
- b) prevent new technology adoption
- c) sustain competitive advantage in rapidly evolving markets
- d) minimize workforce participation

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**13. Monetary policy primarily deals with:**

- a) government taxation and expenditure
- b) regulation of money supply and credit
- c) allocation of public sector resources
- d) international trade agreements

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**14. Fiscal policy is formulated mainly by:**

- a) central bank
- b) commercial banks
- c) government
- d) international monetary fund

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**15. Inflation is most accurately defined as:**

- a) increase in national income
- b) persistent rise in general price levels
- c) decline in economic growth
- d) increase in money supply alone

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**ANSWER KEY**

<b>Question</b>	<b>Answer</b>
<b>No.</b>	
1	c
2	c
3	b
4	c
5	c
6	c
7	c
8	c
9	b
10	b
11	c
12	c
13	b
14	c
15	b

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