

## Denning Admission Test (Business)

**Time Allowed:** 1 hour 30 minutes

**Instructions:** Attempt all questions. Read each section carefully.

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### Section 1: English Proficiency & Critical Reading

**Read the following passage and answer the questions accordingly:**

*"The modern workplace is increasingly influenced by automation and artificial intelligence. While these technologies can increase efficiency, they may also lead to job displacement. However, new industries often emerge as older ones fade, offering fresh opportunities for reskilling and growth."*

1. What is the author's perspective on technological change in the workplace?
    - A) Entirely negative
    - B) Balanced and forward-looking
    - C) Indifferent
    - D) Overly optimistic
  2. What does the passage suggest about employment trends?
    - A) All jobs will be automated
    - B) New industries do not require human labor
    - C) Job displacement is permanent
    - D) Reskilling can open up new opportunities
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**Read the following passage:**

*"In recent years, e-learning has transformed how education is delivered. It offers accessibility and flexibility, especially for remote learners. However, concerns remain about screen fatigue and the lack of face-to-face interaction."*

3. Which of the following is a drawback of e-learning mentioned in the passage?
  - A) Inflexibility
  - B) Expensive equipment
  - C) Lack of interaction
  - D) Limited internet access
4. What is the main idea of the passage?
  - A) E-learning is better than classroom learning
  - B) Online education has both strengths and limitations
  - C) Traditional education should be eliminated
  - D) Students prefer not to study online
5. Summarize this passage in one sentence:

*"Many organizations now adopt hybrid work models, allowing employees to split their time between home and office. This shift supports flexibility but also demands clear communication and strong digital tools."*

**Ans:**

6. Choose the grammatically correct sentence:
- A) Each of the players have a role.
  - B) Neither she nor her friends is interested.
  - C) There go the boy who sings.
  - D) They was very excited.
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## Section 2: Quantitative & Analytical Reasoning

1. A laptop is priced at \$800. A holiday sale offers a 15% discount. What is the final price?  
**Ans:**
2. 25% of a number is 60. What is the number?  
**Ans:**
3. Solve:  $4x - 3 = 2x + 5$ 
  - A)  $x = 1$
  - B)  $x = 2$
  - C)  $x = 4$
  - D)  $x = -1$
4. Factor:  $x^2 + 2x - 15$ 
  - A)  $(x + 5)(x - 3)$
  - B)  $(x - 5)(x + 3)$
  - C)  $(x + 5)(x + 3)$
  - D)  $(x - 5)(x - 3)$
5. If a triangle has sides 6 cm, 8 cm, and 10 cm, is it a right triangle?
  - A) Yes, because  $6^2 + 8^2 = 10^2$
  - B) No, because it does not satisfy Pythagoras' Theorem
  - C) Yes, but only if it is isosceles
  - D) No, all sides must be equal
6. What is the area of a circle with a radius of 10 cm? (Use  $\pi = 3.14$ )
  - A)  $314 \text{ cm}^2$
  - B)  $157 \text{ cm}^2$
  - C)  $100 \text{ cm}^2$
  - D)  $62.8 \text{ cm}^2$
7. If all managers are employees and some employees are interns, what conclusion follows?
  - A) All interns are managers
  - B) Some interns are not employees
  - C) Some interns may be employees
  - D) No interns are employees
8. A rectangle has a length twice its width. If the perimeter is 36 cm, what is the length?  
**Ans:**
9. Solve for x:  $5(x + 2) = 3x + 20$ 
  - A)  $x = 3$
  - B)  $x = 5$

- C)  $x = 2$
  - D)  $x = 10$
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### Section 3: Analytical Essay

**Word Limit:** 350–450 words

**Choose ONE of the following topics and write a well-reasoned essay:**

**Topic A:** Should governments regulate social media platforms to prevent misinformation?

**Topic B:** Can entrepreneurship be taught, or is it an innate skill?

**Topic C:** How can sustainability be balanced with economic growth in developing nations?

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### Section 4: Program-Specific Questions

1. A start-up clothing brand wants to engage with Gen Z customers and increase online engagement. What would be the most effective marketing tactic?
  - A) Placing ads in printed fashion magazines
  - B) Hosting a networking event on LinkedIn
  - C) Collaborating with TikTok content creators
  - D) Distributing flyers at a local post office
  
2. A bakery spent \$15,000 this month but only earned \$12,000 in sales. This situation results in:
  - A) Positive cash flow
  - B) Net gain
  - C) Financial loss
  - D) Revenue surplus
  
3. In a tech startup, which leadership style would best support open brainstorming and employee-led problem solving?
  - A) Micromanagement
  - B) Laissez-faire
  - C) Authoritarian
  - D) Procedural
  
4. A food company labels its snacks as “organic” despite only some ingredients meeting organic standards. This is an example of:
  - A) Ethical branding
  - B) Responsible advertising
  - C) Greenwashing
  - D) Sustainable marketing

5. An e-commerce company fulfills 50% more orders after automating its inventory system. What has most likely improved?
  - A) Sales commission structure
  - B) Product quality
  - C) Operational efficiency
  - D) Corporate hierarchy
6. When presenting a business proposal to a venture capitalist, the focus should primarily be on:
  - A) Personal anecdotes from previous jobs
  - B) Technical details of unrelated past projects
  - C) How the product meets a market need and generates ROI
  - D) Office interior design and team outings
7. Which of the following is an intrinsic reward that can boost employee engagement?
  - A) Free parking
  - B) Gift vouchers
  - C) Positive feedback from supervisors
  - D) Salary increase
8. Which best describes the goal of a well-structured supply chain?
  - A) To improve employee retention
  - B) To maintain smooth delivery from production to the customer
  - C) To plan company events
  - D) To evaluate office design and layout
9. Which of the following should be central to a solid business plan?
  - A) Childhood experiences of the entrepreneur
  - B) Political endorsements
  - C) Competitive landscape, funding needs, and business model
  - D) Details about the founder's hobbies
10. Before launching a product in a foreign country, what is a crucial factor a business must research?
  - A) Number of shopping malls
  - B) Average temperature in winter
  - C) Language, customs, and consumer expectations
  - D) Popularity of local sports teams