BEACONHOUSE NATIONAL UNIVERSITY

Department of Management Sciences
BBA (Hons.) & BS Business Intelligence and Analytics

Admission Test - Sample
Fall 2024

ROUND 1

Team-Based Activity (Weightage: 15%)

Duration: 1.5 hours

Assessment Criteria: Strategic Decision-Making, Teamwork Abilities, Analytical Skills, and Communication Skills.

Example Scenario: In this team-based entrepreneurial activity (simulation), you and your team members are tasked with launching a clothing business in the bustling city of Lahore. Over the course of **five rounds**, your team will make a variety of **strategic decisions**, such as what type of clothes to sell (from the given options; whether trendy streetwear, high-end branded clothing, or eco-friendly clothing) and where to sell the clothes (options; whether through a boutique in a mall, or a supermarket, or online).

This decision-making may involve the use of graphs, charts, percentages, numbers and any other quantitative skills in addition to other information.

As a team, your goal is to drive sales and maximize profit in Lahore's dynamic fashion market.

Reflective Essay: Reflecting on each round, describe the decisions your team took and the rationale behind those decisions.

Word Limit: up to 300 words.

This activity requires students to sit in a team of 3-4. Brainstorm their ideas, select their choices, and mutually reflect.

ROUND 2

Individual Assessment (Weightage: 15%)

Duration: 1.5 hours

Assessment Criteria: Writing Skills, Analytical Abilities, and Critical Thinking.

Word Limit: up to 300 words

Example Scenario: The local government in Lahore is considering implementing a new transportation system to alleviate traffic congestion and reduce carbon emissions in the city. As part of the feasibility study, you are tasked with analyzing the potential impact of introducing a **Car-Sharing Program (CSP)** as one of the transportation solutions. In your

analysis, assess the **environmental considerations, economic implications, and challenges and opportunities** associated with implementing the **Car-Sharing Program (CSP)** in Lahore.

Based on your analysis, provide recommendations to the local government on the viability and effectiveness of the proposed initiative in addressing the city's transportation needs while promoting sustainability and improving the quality of life for residents.