

BEACONHOUSE NATIONAL UNIVERSITY

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

Admission Test Guidelines

Fall 2025

INSTRUCTIONS

Reporting Time: 9:00 am

Venue: SB 001 Auditorium (SB Building)

- The admission test consists of three rounds designed to assess the skills and suitability of candidates for the BBA (Hons.) and BS Business Intelligence and Analytics programs.
- The three rounds include:

Round 1: Simulation (Lab-Based Activity)

Round 2: Case Study (Classroom Activity)

Round 3: Interview Session (details are give below)

- Please refer to the sample test to gain insight into the types of questions that will be presented during the admission test.
- Candidates are required to participate in all three rounds of the admission test.
- Each round has a designated time limit: **1.5 hours for Round 1, 1 hour for Round 2, and 15 to 20 minutes for the interview.**
- Stationery will be provided by the School of Management Sciences.
- Mobile phones are strictly prohibited in the admission test premises.
- Any use of unfair means during the test will result in immediate disqualification from the admission process. The candidate will not be allowed to apply to any program at BNU.

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| <p>Round 1: Simulation (Weightage: 15%)</p> <p><i>Duration:</i> 1 hour and 30 minutes</p> <p><i>Format:</i> Lab-Based Activity</p> <p><i>Task:</i></p> <ul style="list-style-type: none">• Candidates will run a business simulation on lab computers. The simulation will require candidates to make strategic decisions as they run a virtual business. | <p>10:00 am to 11:30 am</p> |
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| <ul style="list-style-type: none"> • A briefing on the simulation interface will be provided before the activity. • After completing the simulation, candidates will write a short reflective essay explaining their key decisions and reasoning. <p><i>Assessment Criteria:</i> simulation results, strategic decision-making, analytical thinking, and time management.</p> | |
| <p style="text-align: center;">Round 2: Classroom Activity (Weightage: 15%)</p> <ul style="list-style-type: none"> • <i>Duration:</i> 1 hour • <i>Format:</i> Classroom activity involving individual analysis of real-life scenarios/case studies. • <i>Task:</i> Candidates will be given a real-life scenario or case study to read and analyse. Candidates will then write their insights and reflections individually (scenario/case study will be provided on the spot). • <i>Assessment Criteria:</i> writing clarity, analytical thinking, and critical reasoning. | 11:30 am to 12:30 pm |
| <p style="text-align: center;">SOCIAL BREAK</p> <p style="text-align: center;">Time: 12:30 pm – 1:00 pm</p> <p>A 30-minute refreshment break where candidates and their parents can meet and interact with current BBA (Hons.) and BS Business Intelligence and Analytics students and faculty.</p> | |
| <p style="text-align: center;">Round 3: Interview (Weightage: 20%)</p> <ul style="list-style-type: none"> • <i>Time:</i> Starts at 1:00 pm onwards (approximately 10 minutes per candidate) • <i>Format:</i> One-on-one interview with faculty members. | 1:00 pm |

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| <ul style="list-style-type: none">• <i>Assessment Criteria:</i> verbal and non-verbal communication skills, entrepreneurial mindset, self-awareness, motivation, and ethical awareness. | |
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Good luck to all the candidates!