

BEACONHOUSE NATIONAL UNIVERSITY

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

Admission Test - Sample Fall 2025

ROUND 1

Simulation – Lab-Based Activity (Weightage: 15%)

Duration: 1.5 hours

Assessment Criteria: Simulation Results, Strategic Decision-Making, Analytical Thinking, and Time Management.

Example Scenario: In this lab-based activity (simulation), you have to play a simulation/business game on lab computers, understand the given scenario, analyse the given information and data, make strategic choices, and reflect on your decisions.

Example Scenario: “You 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).”

Your goal is to drive sales and maximize profit in Lahore's dynamic fashion market.

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

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

Word Limit: up to 300 words.

ROUND 2

Individual Assessment (Weightage: 15%)

Duration: 1 hour

Assessment Criteria: Writing Clarity, Analytical Thinking, and Critical Reasoning.

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 analysing 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.