



S-BAT 2026

(Stride Business & AI Test)

Prep Kit



Marking Scheme

Section	Questions	Marks
A : Verbal & Logical Reasoning	15	60
B : Quantitative Aptitude	15	60
C : AI & Business Thinking	20	80
TOTAL	50	200

Test Duration

90

Minutes

Total Questions

50

MCQs

Maximum Marks

200

Marks

Marking : +4 correct · -1 incorrect · 0 unattempted

Section A : Verbal & Logical Reasoning

This section tests your ability to read critically, reason logically, and process verbal information. You'll encounter business case studies, logical puzzles, and verbal reasoning — all framed around real scenarios, not textbook passages.

Key Topics to Prepare :

- Case Studies with 3–5 linked questions on business scenarios
- Critical Reading — identify assumptions, evaluate arguments, spot contradictions
- Logical Deduction — syllogisms, Venn diagrams, if-then reasoning chains
- Arrangement Problems — linear and circular seating with constraints
- Coding-Decoding — pattern-based letter/number encryption
- Data Interpretation from text passages
- Verbal Ability — sentence correction, para jumbles, inference

APPROACH

S-BAT case studies are business-first. Read like a decision-maker:

"What's the real problem? Who benefits? What could go wrong?"

Section A : Sample Questions

Practice Case : The Chatbot Rollout

A mid-sized bank replaced its call-centre team with an AI chatbot. In the first month, the chatbot handled 80% of queries without human help. Customer satisfaction dropped from 78% to 61%.

The Product team argues the bot needs 3 more months to improve. The Operations head wants to bring back humans for complex queries. The CFO points out the chatbot saves ₹40L/month in salaries.

Question 1.

What is the most likely reason customer satisfaction dropped despite faster service?

- A) The chatbot has technical bugs that cause wrong answers frequently.
- B) Customers are resistant to any change and would have complained regardless.
- C) Speed solved easy queries, but complex or emotional issues need human judgment — and those drive satisfaction.
- D) The bank didn't advertise the chatbot properly, so customers were surprised.

Question 2.

The CFO's ₹40L/month savings argument is strongest ONLY if which assumption holds?

- A) The chatbot improves its accuracy every month without additional investment.
- B) The cost of customers leaving due to dissatisfaction doesn't exceed the salary savings.
- C) Competitors are also replacing human agents with chatbots at a similar pace.
- D) Employees who were let go don't leave negative reviews about the bank online.

Logical Puzzle Sample

Four startups — FinLedger, GreenRoute, MediSync, and AdPulse — are pitching to four investors seated in Seats 1–4 (left to right).

- FinLedger's investor sits immediately right of GreenRoute's.
- The investor in Seat 1 evaluates either MediSync or AdPulse.
- AdPulse's investor is not in Seat 4.
- MediSync's investor sits in an even-numbered seat.

Question 3.

Which startup is being evaluated by the investor in Seat 3?

- A) FinLedger
- B) GreenRoute
- C) MediSync
- D) AdPulse

Question 4.

If MediSync's investor is in Seat 2, which seat has GreenRoute's investor?

- A) Seat 1
- B) Seat 2
- C) Seat 3
- D) Seat 4

Question 5.

In a code language, STARTUP is written as TUBUUVQ. How would FUNDING be written?

- A) GVOEJON
- B) GVOEJOH
- C) GVNDJOH
- D) HVOEJON

Section B : Quantitative Aptitude

This section tests your comfort with numbers, data, and business math — percentages, growth rates, break-even calculations, basic probability. Think of it as the math a founder uses every day, not calculus.

Key Topics to Prepare :

- Percentages, Ratios, and Averages — the backbone of business math
- Profit & Loss, Simple & Compound Interest, Break-even analysis
- Time-Speed-Distance and Work problems
- Data Interpretation — tables, charts, graphs with business context
- Basic Probability & Statistics (mean, median, mode)
- Number Systems (HCF, LCM, divisibility rules)
- Set Theory basics and Venn diagram calculations

APPROACH

S-BAT quant problems are framed in business contexts. You won't just calculate a percentage — you'll decide whether the numbers tell a good story or a bad one.

Section B : Sample Questions

Question 1.

A D2C brand's revenue grew from ₹80L to ₹1.2 Cr in one year, while marketing spend grew from ₹20L to ₹36L. Which statement is most accurate?

- A) Marketing efficiency improved because revenue grew by 50% while spend grew by 80%.
- B) Marketing efficiency declined — spend grew faster (80%) than revenue (50%).
- C) Marketing efficiency stayed the same because both grew proportionally.
- D) Cannot determine without knowing the profit margin.

Question 2.

A café sells coffee at ₹150/cup with a cost of ₹60/cup. Fixed costs are ₹54,000/month. How many cups must it sell daily to break even? (Assume 30-day month.)

- A) 12 cups
- B) 15 cups
- C) 18 cups
- D) 20 cups

Question 3.

Three partners A, B, and C invest ₹2L, ₹3L, and ₹5L respectively. A gets 10% of profit as salary before sharing. If total profit is ₹4L, what does A receive in total?

- A) ₹80,000
- B) ₹1,12,000
- C) ₹1,20,000
- D) ₹1,32,000

Data Interpretation Sample

Use this data to answer Questions 4 and 5

Quarter	Revenue (₹Cr)	Customers	CAC (₹)
Q1	2.4	8,000	1,200
Q2	3.1	11,000	1,050
Q3	2.8	9,500	1,400
Q4	4.2	14,000	980

Question 4.

Which quarter had the best unit economics (lowest cost to acquire each rupee of revenue)?

- A) Q1
- B) Q2
- C) Q3
- D) Q4

Question 5.

Q3 shows a revenue drop despite strong Q2. With CAC rising to ₹1,400, what's the most likely explanation?

- A) The company raised prices, causing customers to leave.
- B) Marketing spend increased but attracted lower-quality leads who didn't convert.
- C) Seasonality caused a natural dip unrelated to CAC.
- D) The company expanded to a new city where acquisition was more expensive.

Section C : AI & Business Thinking

This is the section that makes S-BAT different from every other BBA entrance exam. It doesn't test what you already know about AI — it tests how quickly you can learn a new concept and apply it to a business problem.

Everything you need to answer is in the passage.

This section rewards how fast you learn, not what you already know.

What to Expect :

- Short concept passages explaining a business or AI idea (2–3 paragraphs)
- Comprehension, application, and critical thinking questions
- Business scenario questions — pricing, strategy, data interpretation
- AI judgment — when AI helps, when it doesn't, what can go wrong
- Prompt design — which instruction gets the best output from an AI tool

How to Prepare :

- Practice reading unfamiliar passages and extracting the core logic
- Think about businesses you interact with daily — what decisions do they make?
- Play with ChatGPT or any AI tool — notice what it's good and bad at
- Read business news with a critical eye: what's the assumption behind each claim?

Section C : Sample Questions

Concept : How Recommendation Engines Work

When Netflix suggests a show, it uses two approaches together:

Collaborative filtering: "People who watched what you watched also liked this." It matches users, not content features.

Content-based filtering: "This show has the same genre, actors, and themes as shows you've rated highly." It matches features, not users.

The cold-start problem: A brand-new user with zero history defeats both methods. That's why Netflix asks you to pick 3 shows on Day 1.

Question 1.

A new e-commerce app has many products but very few users. Which filtering method struggles more?

- A) Content-based — not enough product descriptions to match.
- B) Collaborative — with few users, there aren't enough behaviour patterns to find similarities.
- C) Both fail equally — the cold-start problem affects all systems the same way.
- D) Neither — modern AI generates recommendations without any user data.

Question 2.

A user who loves thrillers keeps getting recommended more thrillers. This is an example of:

- A) The cold-start problem — the system doesn't have enough data.
- B) Collaborative filtering failing because similar users differ.
- C) A filter bubble — content-based filtering reinforces existing preferences without introducing variety.
- D) A technical bug in the recommendation algorithm.

Question 3.

A small shop owner asks AI: "My neighbour's shop sells the same products but always has more customers. What am I doing wrong?" Why will the AI struggle here?

- A) AI cannot analyse businesses with fewer than 50 employees.
- B) AI has no access to local factors like signage, layout, staff behaviour, or what the neighbour does differently.
- C) AI only works for online businesses and can't process questions about physical stores.
- D) AI needs complete financial statements from the last 3 years to diagnose any business problem.

Question 4.

A founder prices skincare at ₹999 for a premium image, then offers 20% off during every festival. What's the fundamental contradiction?

- A) Competitor pricing and willingness to pay haven't been analysed.
- B) ₹999 instead of ₹1,000 may look cheap, not premium.
- C) Frequent discounts train customers to never pay full price, destroying the luxury positioning.
- D) Seasonal demand forecasting is missing to handle supply spikes.

Question 5.

An HR manager asks AI to design a performance review template. Which request produces the most useful output?

- A) Design a professional review template for a tech startup. Include a 1-5 scale.
- B) Generate a review form with four categories: Results, Skills, Culture, Growth.
- C) Build a 360-degree form where peers and managers rate employees on a 1-5 scale.
- D) Create a bias-minimising template. Require specific evidence for every rating. Tie scores to goal completion percentage.

How to Prepare for S-BAT 2026

1 Understand the Test Structure

- 50 questions in 90 minutes = under 2 minutes per question on average
- Section C carries the most weight — 80 marks from 20 questions
- Negative marking applies (-1 per wrong answer) — avoid random guessing

2 Build Your Foundation

- Section A : Practice reading comprehension and logical puzzles daily
- Section B : Revise percentages, P&L, ratios, and basic probability from Class 10–12
- Section C : Read business news, explore AI tools, and practice comprehending unfamiliar passages quickly

3 Practice Time Management

- Section A (Verbal & Logical) : ~25–30 minutes
- Section B (Quantitative) : ~25–30 minutes
- Section C (AI & Business) : ~30–35 minutes
- Attempt easier questions first. Mark difficult ones and return later.

4 Master Problem-Solving Strategies

- For Verbal : Read the question before the passage — know what to look for
- For Quant : Estimate first, then solve. Elimination saves time.
- For AI/Business : Read the concept passage carefully — the answer is always in the text
- For Case Studies : Identify the core conflict before looking at options

Test Day Tips

Before the Test :

- Ensure a stable internet connection — test it beforehand
- Test your webcam and microphone — the exam is AI-proctored
- Choose a quiet, well-lit location with a clean desk
- Keep your ID and login credentials ready

During the Test :

- Stay calm — proctoring is for fairness, not to intimidate you
- Read each question carefully before looking at options
- Don't spend more than 3 minutes on any single question
- Skip questions you're unsure about — come back later
- Use the last 5 minutes to review flagged answers

AI Proctoring Guidelines :

- Face must be visible on camera throughout the test
- No unauthorised materials, devices, or second screens
- No communication with others during the exam
- Follow all on-screen technical instructions

Frequently Asked Questions

What does the S-BAT measure?

The S-BAT evaluates three capabilities: how clearly you reason through language and logic, how confidently you work with numbers in business contexts, and how quickly you can learn a new concept and apply it. It's designed to identify students who think like decision-makers.

What happens after the S-BAT?

Candidates who clear the S-BAT advance to a Personal Interview. Final admission is based on a composite of your S-BAT score and PI performance.

What if I face technical issues during the test?

Contact support immediately at +91-9277-30-30-30 or connect@strideschool.ai. The proctoring system logs all activity — legitimate technical issues are accounted for.

Before You Go & Prepare

The S-BAT is designed to identify students with strong analytical abilities and the instinct to apply new ideas to real problems — not those who have simply memorised their way through school.

Your preparation should focus on :

- Strengthening your reading and reasoning speed
- Getting comfortable with business math fundamentals
- Practising quick comprehension of unfamiliar concepts
- Building exam temperament through timed practice

Remember: This test measures your potential to succeed in a business program built around AI and decision-making — not your current technical expertise. Stay confident, prepare systematically, and approach the test with a problem-solver's mindset.

Good luck with your preparation.