



# VIT<sup>®</sup>

Vellore Institute of Technology  
(Deemed to be University under section 3 of UGC Act, 1956)

SLOT: G1 + TG1

SCHOOL OF MECHANICAL ENGINEERING  
CONTINUOUS ASSESSMENT TEST – I  
FALL SEMESTER 2023-2024

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**Programme Name & Branch** : B.Tech BME/BMA/BCE/BMM/BCI  
**Course Code** : BMGT101L  
**Course Name** : Principles of Management  
**Faculty Name(s)** : Jose S, Vincent H W, R Sudhakara Pandian, Vijesh Joshi  
**Class Number(s)** : VL2023240101713 / 1712 / 1724 / 1718  
**Exam Duration** : 90 minutes **Maximum Marks: 50**

**General instruction(s):** Answer ALL the questions.

Q. No	Question	Marks
1.	Critically analyze the failure of FORD India, in the context of Fayol's principles, and point out the flaws in the system	10
2.	Two chemical engineers have produced a battery to replace lithium ion battery of EV vehicles. Their products are handy and safe. Provide a marketing strategy to be followed by them using porter's model.	10
3.	In what ways do enterprises show social concern? Give at least two examples and explain.	10
4.	An industry with 2000 employees and ten levels of organizational structure has an enthusiastic CEO, who checks all the employees individually and takes corrective action on the spot, when something goes wrong. Point out the violations of management principles and present ways to avoid these in future.	10
5.	Present a matrix organization structure for any industry of your choice and highlight the advantages of this structure compared with other structures.	10