



# VIT<sup>®</sup>

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

SLOT: G2+TG2

REG. NO.: 240ME0378

**SCHOOL OF MECHANICAL ENGINEERING  
CONTINUOUS ASSESSMENT TEST - I  
FALL SEMESTER 2025-2026**

**Programme Name & Branch** : B.TECH (BCE/BME/BMM/BIT)  
**Course Code** -- : BMGT101L  
**Course Name** : Principles of Management  
**Faculty Name(s)** : Dr. Satheesh A, Dr. Dsilva Winfred Rufuss D, Dr. Vincent Herald Wilson, Dr. Saboor S, Dr. Anuj Kumar, Dr. Premkartikkumar S R  
**Class Number(s)** : VL2025260102116, VL2025260102114, VL2025260102119, VL2025260102117, VL2025260104908, VL2025260102115  
**Date of Examination** : 23<sup>rd</sup> Aug 2025  
**Exam Duration** : 90 minutes **Maximum Marks: 50**

**General instruction(s):**

- Answer All Questions
- M - Max mark; CO – Course Outcome; BL – Blooms Taxonomy Level (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)
- Course Outcome Statements:

CO 1: Understand the basic concepts of management.

CO 2: Analyse the environmental factors that affect the organization and its growth.

CO 3: Identify and apply appropriate techniques to manage an organisation

Q. No	Question	M	CO	BL
1.	Apply the five functions of management to a real-life business scenario of your choice?	10	CO1	BL3
2.	As a project manager at a new EV two-wheeler company, which three of Mintzberg's ten managerial roles would be most critical for you to prioritize in the first six months? Justify your choices by explaining their importance for a new venture's success and why other roles might be less critical during this initial phase.	10	CO1	BL4
3.	A group of young entrepreneurs plans to start a bakery that specializes in artisan breads and healthy desserts. They aim to cater to health-conscious customers in an urban	10	CO3	BL4



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<p>neighbourhood. They are unsure how to <u>translate</u> their idea into a successful business and want to ensure that their <u>planning</u> is structured and effective. They must choose a location, <u>decide</u> on product pricing, hire staff, and design a <u>marketing campaign</u> while keeping their budget in check. Based on the case above, <u>outline</u> and <u>explain</u> the steps involved in the <u>planning process</u> that the bakery startup <u>should follow</u>. Illustrate your answer by applying each step to the context of the bakery business.</p>			
<p>Using the Boston Consulting Group (BCG) matrix as a framework, analyze the current portfolio of Google's major products: <u>Google Search</u>, <u>YouTube</u>, <u>Google Cloud Platform (GCP)</u>, and <u>Google Glass</u>. For each product, determine its position in the matrix based on its market share and market growth rate. Subsequently, propose a strategic recommendation for each product's future, explaining how your strategy aligns with its BCG matrix placement.</p>	10	CO2	BL4
<p>Using the rational decision-making model, how would a manager at a pharmaceutical company approach the decision to launch a new drug? Explain the specific steps they would follow, from identifying the problem to evaluating the outcome, while considering potential biases and external factors that could influence the process.</p>	10	CO2	BL4

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