



**SCHOOL OF MECHANICAL ENGINEERING  
CONTINUOUS ASSESSMENT TEST (CAT) -I  
WINTER SEMESTER 2024-2025**

**Programme Name & Branch** : B.Tech & All Branches  
**Course Code** : BMGT101L  
**Course Name** : Principles of Management  
**Faculty Name(s)** : Dr.Ponnusamy P,Dr.Vincent Herald Wilson,Dr. Jose S,  
 Dr.Rajesh Kanna and Dr.Kannan C  
**Class Number(s)** : VL2024250503385,5079,3352,3890 & 3381  
**Date of Examination** :01/02/2025  
**Exam Duration** : 90 minutes **Maximum Marks: 50**

**General Instruction(s):**

- Answer **all**
- M - Max mark; CO - Course Outcome; BL - Blooms Taxonomy Level (1 - Remember, 2 - Understand, 3 - Apply, 4 - Analyse, 5 - Evaluate, 6 - Create)
- Course Outcomes Statements:  
 CO. 1: Understand the basic concepts of management.  
 CO. 2: Analyse the environmental factors that affect the organization and its growth.

Q. No	Question	M	CO	BL
1.	Analyze the relevance of Henry Fayol's 14 Principles of Management in addressing modern-day organizational challenges. Illustrate your answer with suitable examples	10	CO1	BL4
2.	Identify key internal and external factors influencing a company's approach to sustainability and explain how these factors can be applied to implement a corporate social responsibility program	10	CO1	BL3
3.	Present the different types of plans required to improve the efficiency of a newly launched business	10	CO2	BL3
4.	Analyze a specific business scenario using the SWOT matrix. Present the ways to evaluate its components to identify strategic opportunities and mitigate potential threats.	10	CO2	BL4
5.	Using the BCG (Boston Consulting Group) Portfolio Matrix, how would you categorize and manage the products of a company to maximize profitability? Explain with any two examples.	10	CO2	BL3