



Programme Name & Branch : B. Tech
 Course Code : MGBT101L
 Course Name : Principles of Management
 Faculty Name(s) : Vincent Herald Wilson
 Class Number(s) : VL2025260503068
 Date of Examination : 02-02-2026
 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 Outcomes 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

Answer all the questions.

Q. No	Question	M	CO	BL
1.	Explain the major stages in the evolution of management thought. (5) How did classical, behavioral, and modern approaches differ in their focus? (5)	10	1	2
2.	Analyse how internal and external environmental factors influence managerial decision making in a manufacturing company. Provide suitable examples.	10	1	4
3..	Describe the strategic planning process and analyse the role of SWOT and Porter's Five Forces in shaping organizational strategy. (6) Illustrate with a practical example how these analytical tools guide managers in making informed strategic decisions. (4)	10	2	3
4.	Choose an organisation and evaluate its products based on BGC matrix. Give your recommendations based on the BCG matrix for the growth of the organisation.	10	2	3
5.	Compare and contrast formal and informal organizations and examine their impact on organizational culture. (6) Present with examples how both structures coexist within organizations and influence employee behaviour, communication, and overall performance. (4)	10	3	4