

School of Business

BBA
ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem IV - D1UG401T - Dealership Management

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Explain the differences between needs and wants. K2 CO2 (5)
2. Illustrate the role of automotive dealer in India. K2 CO3 (5)
3. Identify various services provided by the customer support team to their customers in an automotive dealership showroom. K2 CO1 (5)
4. Pick up a company of your choice from automotive sector and analyze its SWOT analysis. K2 CO4 (10)
5. Explain the stages a consumer passes through while making a purchase decision for hybrid car in India. Justify your answer relating each stage with relevant example. K4 CO1 (10)
6. (i) Analyze the different types of pollution caused by automobiles on roads? K3 CO5 (10)
(ii) How can we reduce pollution and bring down its adverse impact on the environment?
- 7) Write short notes : (Any Two) K4 CO2 (10)
(a) Segmentation of Automobile Market
(b) Factors affecting the consumer behaviour for automobile Products
(c) Personal Selling in Automobile Marketing
(d) Battery Operated Cars in India

OR

“Customer Analysis & Competitor Analysis are necessary for Developing Product Strategy”. K4 CO5 (10)
Discuss with relevant examples

8. K4 CO3 (15)

Read the case and answer the questions that follow:

Over exploitation of fossil fuel to meet humans luxurious in present day life has created imbalance in the ecosystem so to have a balance "Green revolution" is required. It means that there is a need to use renewable energy resources instead of non-renewable energy which does not harm the environment and also does not contribute to increasing carbon footprint. In context to this, each and every sector in the world is adopting alternative resources (renewable energy) to somehow reduce the degradation of the environment so that the ecosystem can be balanced and healthy livelihood is achieved. Seeing the condition of the global environment many researchers are attempting to find technological advances which can efficiently transform this renewable energy into mechanical energy that they have succeeded. India has an abundance of resources of renewable energy; amongst them solar energy is available with minimum limitation and in abundance. If the transportation sector shifts to renewable energy utilization, a good amount of greenhouse gases (GHG) can be minimized. Solar electric vehicles including solar cars, solar e-rickshaws, solar tricycles, solar buses and solar vans, have been successfully implemented in India.

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PTO

Questions:

(A) Demonstrate that solar electric vehicles can transform a future scenario on a larger scale for India and other countries with example.
(B) Discuss the term "Green Revolution" in detail.

9. (I) Do you think a sales person of a dealership showroom should understand the psychology in selling-buying decision process and he should adopt a step-by-step process also? Explain the personal selling process with suitable examples. K5 CO4 (15)
(II) Explain what are the duties of a sales person at the time of delivery of a new vehicle to a customer in India.
- 10) Write short notes on any two: K5 CO5 (15)
b) Women entrepreneurship in India
c) Dealership performance and its evaluation

OR

If you are into manufacturing of e-Cars and wish to market your product in Punjab, where the product is yet to be introduced, how would you devise your marketing strategy to penetrate into the market? Explain with reference of popular e-car brands in India. K5 CO1 (15)