

# School of Business

Department of Business

Mid Term Examination

Exam Date: 30 Sep 2023

Time : 90 Minutes

Marks : 50

## Sem V - D1UG502T - Pre-Owned Car Business

*Your answer should be specific to the question asked*

*Draw neat labeled diagrams wherever necessary*

- 1) Describe the 4 P's of Product Marketing in a pre-owned car business K2 (2)
- 2) Explain auto financing and its relevance to the used car business K1 (3)
- 3) Compare the advantages of buying a used car versus a new car. K2 (4)
- 4) What is Third Party Coverage in Car Insurance K2 (6)
- 5) What are XUVs and what are their key features K3 (8)
- 6) Why Maruti True Value also accepts cars from other brands as part of the exchange program wherein customers can exchange their existing vehicles for a certified pre-owned Maruti Suzuki car. K3 (9)
- 7) Examine social media's transformative impact on unorganized pre-owned car businesses. K4 (8)
  
- 8) Analyse the concept of certified pre-owned cars and how this assurance of quality is a central element of their promotional messaging. K4 (12)

**OR**

Why does Mahindra First Choice encourage and showcase customer reviews and testimonials, which serve as social proof of their quality and reliability? K4 (12)