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## School of Business

Bachelor of Business Administration in Marketing and Automobile Management  
Semester End Examination - Nov 2023

Duration : 180 Minutes  
Max Marks : 100

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

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Name the pre-owned car business of Mahindra Motors K1 (2)
- 2) Challenges of incorporating internet marketing into a traditional used car business model. K2 (4)
- 3) Do a segmentation of the Indian Automobile Industry in India K2 (6)
- 4) Compare and contrast the advantages of buying a new car versus a used car. K3 (9)
- 5) Explain the term "vehicle valuation" in the context of the used car business. K3 (9)
- 6) Do the physical centers which allow customers to inspect and test drive the cars physically they are interested in help bridge the online-offline gap and cater to a broader audience? If Yes, Explain how K5 (10)
- 7) Why cars are not just a mode of transportation but a total experience K4 (12)
- 8) Showcasing customer reviews and testimonials is a powerful promotional tool for Mahindra First Choice. Elaborate K5 (15)
- 9) Analyze the concept of certified pre-owned cars and explain how this assurance of quality can be a powerful messaging tool K5 (15)
- 10) What are the challenges of driverless driving in a populous country like India K6 (18)