

School of Business**Bachelor of Business Administration in Marketing and Automobile Management
Semester End Examination - Jul 2024**

Duration : 180 Minutes
Max Marks : 100

Sem III - D1UG301T - Basics of Automobile IndustryGeneral 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) Contrast the growth trajectory of the automobile industry in India between the pre and post-liberalization eras K3(3)
- 2) considering aspects such as changing consumer preferences, economic developments, and regulatory influences. Examine the evolution and significance of the Indian two-wheeler industry's growth within the broader context of the automobile sector. K4(4)
- 3) Outline the technology transformation in automobiles and its impact on vehicle design and manufacturing processes K2(6)
- 4) how do Automobile Industry regulation laws function as a valuable tool for consumers? Apply your knowledge to critically assess the multifaceted ways in which these regulations contribute to safeguarding consumer interests, ensuring transparency, and promoting accountability within the automotive industry. K3(6)
- 5) Apply your knowledge of turbocharger in enhancing both engine performance and efficiency K3(6)
- 6) How would you critically examine the unfolding trends in the Indian automobile industry and foresee their potential ramifications on the market K4(8)
- 7) In a practical scenario where an individual wants automobile dealership license, identify essential steps and required documentation, ensuring a thorough understanding of the regulation. K3(9)
- 8) In a real-life situation where someone is navigating the process of registering a new car in India for the first time, how would you construct a comprehensive, step-by-step guide to ensure clarity and effectiveness in the registration process? K3(9)
- 9) Evaluate the effectiveness of Automobile Industry regulation laws in enhancing consumer welfare, considering practical scenarios and discerning the tangible impact on consumer rights, safety, and overall satisfaction K5(10)
- 10) Analyze the components and effectiveness of a proposed strategy aimed at reducing vehicle emissions and fostering eco-friendly transportation. Consider the integration of public awareness K4(12)

- campaigns, government incentives, and technological advancements
- 11) compare the dynamics of the evolving automobile market in India before and after liberalization. considering key factors, market trends, and regulatory changes that have shaped the automotive landscape during these distinct periods. K4(12)
- 12) The Indian automobile industry is undergoing a transformative phase marked by key trends shaping its trajectory. The proliferation of Electric Vehicles (EVs) stands out as a significant trend, supported by government incentives and infrastructure development. Connected Cars, integrating advanced connectivity features, offer real-time benefits, and are becoming increasingly popular. Shared Mobility, encompassing ride-hailing and car-sharing, addresses urbanization challenges. Autonomous Vehicles, though in early stages, show promise with AI and sensor advancements. Sustainable Manufacturing is a growing focus, with eco-friendly practices and alternative materials gaining prominence. Assess the impact of the identified trends on the Indian automobile industry's innovation and growth. Propose strategic measures for automakers to navigate challenges and capitalize on opportunities presented by electric vehicles, connected cars, shared mobility, autonomous vehicles, and sustainable manufacturing K5(15)