

**School of Business****Bachelor of Business Administration  
Semester End Examination - Jul 2024****Duration : 180 Minutes  
Max Marks : 100****Sem IV - D1UG401T - Dealership Management***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) Identify the four Ps of the marketing mix in the context of an auto dealership? K3(3)
- 2) Examine the impact of certification programs for used cars on a dealership's reputation and sales. Are they worth the investment? K4(4)
- 3) Identify the primary functions of batteries in automotive vehicles? K3(6)
- 4) Elaborate the effectiveness of current first aid protocols in an automobile dealership and suggest improvements? K6(6)
- 5) Formulate the key elements of fire safety protocols that should be in place in a dealership? K6(6)
- 6) Tata Motors, a leading automotive manufacturer in India, operates through a network of distributors and dealerships to reach customers across the country. Tata Motors was founded in 1945 as Tata Engineering and Locomotive Co. Ltd. (TELCO). It later changed its name to Tata Motors in 2003. Automotive manufacturing, including passenger vehicles, commercial vehicles, electric vehicles, and defence vehicles. Tata Motors operates in various international markets across Asia, Africa, Europe, the Middle East, and South America. K4(8)

Question 1: Suppose you are tasked with expanding Tata Motors' presence in a new international market. How would you leverage the existing distributor network to achieve this? (4 Marks).

Question 2: Design a comprehensive marketing campaign for Tata Motors' electric vehicles (EVs) targeting a specific international market. (4 Marks)

- 7) Evolving consumer preferences, regulatory pressures, and market dynamics, a forward-thinking auto dealership, "EcoDrive Motors," has developed a business model that integrates sustainable practices, digital sales channels, and a customer-centric approach. Question 1. Assume a business model for an auto dealership that integrates sustainable practices, digital sales channels, and a K3(9)

customer-centric approach? (Marks 5)

Question 2. Explain how this model addresses current challenges in the automotive market ? (Marks 4)

- 8) Maruti Suzuki is known for its wide appeal, offering everything from budget-friendly cars to more premium models under its Nexa line. A loyalty program in this context must cater to a diverse clientele, emphasizing affordability, reliability, and a sense of belonging to the Maruti family.

K3(9)

Question 1: Develop Maruti Suzuki's loyalty program can be leveraged to enhance customer retention and attract new customers, considering the competition in the automotive industry. (5 Marks)

Question 2: Develop a loyalty program for Maruti Suzuki that bridges the gap between its budget-friendly and premium models, encouraging cross-sales ( 4 Marks)

- 9) ABC Automobile Dealership, a leading player in the Indian automotive industry, is facing significant challenges in an increasingly competitive market. The company is grappling with the impact of digitalization, sustainability concerns, and evolving customer expectations. To remain relevant and profitable, ABC Automobile Dealership recognizes the need to develop a comprehensive business plan that integrates innovative solutions to overcome these challenges.

K5(10)

Question 1. Propose a plan for training dealership employees on the updated accident response protocols. (Marks 4)

Question 2. What methods would you use to ensure that all employees understand their roles and responsibilities in the event of an accident, and how would you measure the success of this training? (Marks 4)

- 10) Castrol is a British brand of industrial and automotive lubricants that traces its origins back to the late 19th century. Castrol was founded in 1899 by Charles Wakefield as the Wakefield Oil Company. It initially specialized in lubricants for steam engines and later expanded its product range to include lubricants for internal combustion engines.

K4(12)

In 1966, the British Petroleum Company (BP) acquired Castrol, which significantly expanded its global reach and resources. Castrol continued to operate as a separate brand under the BP umbrella. Castrol manufactures a wide range of lubricants for various industries, including automotive, marine, aviation, industrial, and agricultural sectors.

Its product lineup includes engine oils, transmission fluids, greases, and specialty lubricants tailored to specific applications.

Question 1: Compare and contrast the lubricants manufactured by Castrol for different industries, such as automotive, industrial, and

agricultural sectors? (6 Marks).

Question 2: Imagine you are a marketing strategist for Castrol. How would you utilize its wide range of lubricants to target different industries effectively? (6 Marks)

11)

Tata Motors, as one of the leading automotive manufacturers in India, operates an extensive network of service stations across the country. Their service stations are crucial for maintaining customer satisfaction and loyalty.

K6(12)

Question 1: Compare and contrast the service station operations of Tata Motors with those of a competing automotive manufacturer in India? (6 Marks).

Question 2: Choose a marketing campaign to promote Tata Motors' service stations, highlighting their unique features and benefits compared to competitors' facilities? (6 Marks)

12)

ABC Motors, a reputable dealership, has encountered challenges with its current accident reporting system, leading to inefficiencies and gaps in risk management. The management team recognizes the need to critique the existing system and implement improvements to enhance safety protocols and mitigate potential risks. Question

K5(15)

1 : Critique a dealership's accident reporting system and propose improvements for better risk management ?( Marks 8)

2 : How will they gather feedback from employees and stakeholders to identify any ongoing challenges or areas for further improvement? (Marks 7)