

School of Business

Bachelor of Business Administration in Marketing and Automobile Management
Semester End Examination - Aug 2024

Duration : 180 Minutes
Max Marks : 100

Sem V - D1UG503T - Vehicle Body Fundamentals and Maintenance

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) What is the overview of automotive maintenance? K1(2)
- 2) Explain the specific manufacturing variants of a well-known automobile brand and their unique characteristics. K2(4)
- 3) Describe the role of a follow-up and feedback executive in the automobile service industry. K2(6)
- 4) As an automotive body shop coordinator, outline the steps to ensure timely and quality repairs for damaged vehicles. K3(9)
- 5) Develop a strategy to manage the inventory effectively as a spares and inventory manager in the automobile service industry. K3(9)
- 6) Justify the importance of continuous training and skill development for employees in the automobile service industry. K5(10)
- 7) Analyze the benefits of predictive maintenance techniques in reducing downtime and repair costs for automotive fleets. K4(12)
- 8) Assess the impact of vehicle maintenance on the overall lifespan of different types of automobiles. K5(15)
- 9) Compare the service offerings and customer support of two major service outlets in the automotive industry. K5(15)
- 10) Propose a plan for improving the safety standards of heavy commercial vehicles on highways and off-road terrains. K6(18)