

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2018

Course: AUTOMOTIVE INTERNET MARKETING BBDA103

Semester: V

Programme: BBA AM

Time: 03 hrs.

Max. Marks: 100

Instructions:

SECTION A

S. No.	True or False; Answer All The Questions	Marks	CO
Q 1	The virtual private network is a connection that transmits data over private networks securely.	2	1
A)	Merchant Identification Number is a Unique merchant identification that is used in conjunction with all transactions.	2	1
B)	Session cookie is a temporary cookie stored in a computer's memory for remembering preferences during a web site visit that is flushed on leaving the site.	2	1
C)	Gateway is a Computer that locks out all communications between networks one network with another.	2	1
D)	Many LANs use wireless technologies that are built into smartphones, tablet computers and laptops.	2	1
E)			
Q 2	Answer All The Questions		
A)	Enumerate the levels of the OSI model.	2	1
B)	What are unshielded twisted cables?	2	2
C)	What do you understand by Object embedding & embellishing?	2	3
D)	What are the types of ASP businesses?	2	2
E)	What do you understand by Abandonment Rate?	2	2

SECTION-B

Answer All The Questions

Q.3	What are the key aspects of a strong website design? Explain any 2 with examples	(3 + 7)	3
Q.4.	What is the function of revenue models in the context of e-Commerce? Enumerate the different kinds of revenue models..	(6 + 4)	4

SECTION-C

Answer any Two Questions

Q5	What are Search Engines? What do you understand by search engine optimization? How would you use a search engine to source an imported Luxury car from India?	(4+7+4)	3
Q.6a	Give one example each of the B2B and B2C models with reference to the automobile industry. How would you use the internet to convert prospective buyers to customers in the B2B business model? OR	(6+9)	4
Q.6b	State the process flow of e- Procurement. What do you understand by 'Systematic Sourcing' & 'Spot sourcing' give examples of the same for automobiles & spares respectively.	(7+8)	6

SECTION-D

Read the extract given below and answers the following question.

Q7.	What is the new business model being discussed in the passage below?	(7)	2
Q7.a	How does this model differ from today's business model	(8)	4
Q7.b	What makes you feel that the new business model of Car2go would work and be sustainable	(15)	4

Car makers need a new business model

After almost a century of making cars and selling them in more or less the same way, auto makers are getting the sense that the business of automotive transportation might be about to change radically.

Toyota is investing in and planning to collaborate with Uber, the largest ride-hailing service. Volkswagen is investing \$300 million in Tel Aviv-based Uber

rival Gett. And that's just Tuesday's news. In January, General Motors put \$500 million into Lyft, another Uber competitor. Earlier this month, Apple invested \$1 billion in Chinese ride-hailing company Didi, and Fiat Chrysler made a deal with Alphabet to develop self-driving minivans.

Here's Toyota executive Shigeki Tomoyama on the Uber deal: "Ride-sharing has huge potential in terms of shaping the future of mobility. Through this collaboration with Uber, we would like to explore new ways of delivering secure, convenient and attractive mobility services to customers.

"A new way of delivering "mobility services" probably means a new business model. Now, car makers sell vehicles to customers (through dealers, usually) and often provide financing. In a future dominated by self-driving cars, it may be that car ownership will give way to on-demand mobility—a car shows up, takes you where you need to go, and moves on to the next passenger. That's what Uber and the other ride-hailing companies are banking on. So is Alphabet, which has made the most progress so far in developing wholly autonomous vehicles.

Harvard Business School (HBS) professor Clayton M. Christensen's argument that if an innovation comes along that disrupts your way of doing business, there's often nothing you can do to stop it. The auto makers cutting deals with ride-hailing firms are hoping that they can figure out an on-demand business model if it turns out they need to.

Tom Bartman, a senior researcher at Christensen's Forum for Growth and Innovation at HBS, is dubious. "Business models can't change," he says. Once a business learns how to make money one way, it's almost impossible to shift gears. Still, there is one slender reed of hope: "While businesses can't change, corporations can."


As an example of the difference, Bartman offers up Car2go, one of the global leaders in car-sharing—a form of on-demand mobility that requires a driver's license.

Zipcar, now a division of Avis, pioneered the modern car-sharing business in Massachusetts in 2000. What distinguished Car2go was that all the cars were Smart two-seaters, manufactured by Daimler, and they didn't have to be returned to the same spot where you picked them up (Zipcars generally do). Customers liked it.

Car2go now has more than a million registered members, making it—by that metric, at least—bigger than Zipcar. The reason Car2go worked, Bartman figures, is that Daimler was “not trying to change an existing business, not trying to copy another entrant, just identifying a job to be done”.

Cutting high-profile deals with ride-hailing companies doesn't exactly fit that model—although maybe it will teach the auto makers lessons they could use in developing future businesses. In the meantime, though, it's Uber, Gett, Lyft and Didi that will be interacting directly with the consumers of “mobility services” and presumably building brand loyalty and gaining knowledge. Somebody has to build the cars that will shuttle us all around, so there will still be auto makers. But the risk of commodification that Renault-Nissan's Ghosn is worried about sure isn't going away.

QP-2

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SECTION A			
S. No.	True or False. Answer All the Questions	Marks	CO
Q 1	SLA is used in many merchants' consumer transactions to define the boundaries of what the service is committed to deliver and under what circumstances.	2	1
a)	URL Uniform Resource Locator is an internet address search methodology	2	1
b)	The CRM server stores information on all employees contacts.	2	1
c)	TLD is the leftmost part of the name is called the Top Level Domain	2	1
d)	The DNS is a hierarchical naming system for computers, services, or other resources connected to the Internet or a private network.	2	1
e)			
Q 2	. Explain the following briefly: Answer All the Questions		
a)	What are Ethernet crossover cables?	2	1
b)	What are the 4 key rules of message handling? Enumerate them.	2	2
c)	What is the ASP model?	2	2
d)	Define e-Commerce.	2	1
e)	What are B2B Market places?	2	2
SECTION-B			
	Answer All the Questions		
Q 3	What are vertical delivery platforms? Give an example relevant to the automobile industry.	(6+4)	4

Q 4	What are the limitations for automobile procurement on the internet? Give a suitable answer to back up your statement	(5 +5)	3
SECTION-C Answer Any Two Questions			
Q 5	Enumerate the different kinds of Portals. State their characteristics. Which type of portal would be applicable for automobile cars? Or	(6+4+5)	2
Q.6	What is the internet? What is the web? Enumerate the differences between the internet and the www.	(6+4+5)	2
Q.6a	Give one example each of the B2G and C2C models with reference to the automobile industry. How would you use the internet to convert prospective buyers to customers in the B2G business model?	(6 + 9)	3
SECTION D Read the extract given below and answers the following questions.			
Q.7a	What is the USP of Droom? How does it facilitate buying and selling ?	(5+5)	3
Q 7b	How do e-marketplaces generate revenue? How is the revenue model different from the e-classifieds?	(10)	3
Q.7c	Are e-classifieds and e-marketplaces models interchangeable? What do you understand by the term 'winner takes all'?	(10)	4
	<p style="text-align: center;">e-Marketplaces: Droom.</p> <p>e-Marketplaces are very different to classifieds. They don't compete with either the horizontal players or the vertical ones. At their core, they connect buyers and sellers with the sole purpose of completing a transaction. In order to do that, marketplaces need to create an environment of trust and transparency which hopefully provides a better experience than what's available offline. As a result, the technology products marketplaces build are different to what classifieds build.</p> <p>Marketplaces don't need discovery tools because most visitors know exactly what they want to buy. Droom builds products that help buyers and sellers feel comfortable transacting online .For example, Droom has a product that highlights the reputation of the seller, another that helps</p>		

determine a fair price for the car, and yet another that helps potential buyers get an auto-inspection done.

Also, unlike classifieds, marketplaces monetize by taking a cut of the transaction, not by advertising. So will online classifieds become marketplaces or vice versa?

In the history of the Internet, no classifieds company has ever converted into a marketplace. And the reason is that they are very different businesses. Classifieds is a huge space solving a critical problem. It takes significant amounts of money and the stakes are very high – because 9 times out of 10, it's a winner take all game. It'll be tough to try and win that game while also pivoting to a marketplace. And the same goes for marketplaces