

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Introduction to Automotive Industry

Programme: BBA AM

Time: 03 hrs.

Instructions:

Section A: Define the given terms. Attempt all the questions (10x2=20 Marks)

Section B: Short answer type questions. Attempt any 4 Questions (out of 5) [4x5 = 20 Marks]

Section C: Long answer type questions. Attempt any 2 Questions [out of 3] [2x15 = 30 Marks]

Section D: Analytical / Situational / Case based: Attempt all the questions [2x15 = 30 Marks]

Semester: III

CC BBDA101

Max. Marks: 100

SECTION A

S. No.		Marks	CO
Q 1	i. FAME ii. Free Trade Agreement iii. Ancillary iv. Just in Time (JIT) v. Hybrid Engines vi. Clusters vii. Mass Customization viii. Strategic Alliance ix. Safety Glass x. Lead Time	20 (10x2)	CO1

SECTION B

Q2	Match the following; <table style="width: 100%; margin-top: 10px;"> <thead> <tr> <th style="text-align: left;"><u>Organization</u></th> <th style="text-align: left;"><u>Brand</u></th> </tr> </thead> <tbody> <tr> <td>a) Daimler AG</td> <td>Jeep</td> </tr> <tr> <td>b) BMW</td> <td>Volvo</td> </tr> <tr> <td>c) GM</td> <td>Bharatbenz</td> </tr> <tr> <td>d) Geely</td> <td>Chevrolet</td> </tr> <tr> <td>e) Fiat Chrysler Automobiles</td> <td>Mini</td> </tr> </tbody> </table>	<u>Organization</u>	<u>Brand</u>	a) Daimler AG	Jeep	b) BMW	Volvo	c) GM	Bharatbenz	d) Geely	Chevrolet	e) Fiat Chrysler Automobiles	Mini	5	CO1
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Q3	What is the End of Life policy of government? What may be the impact of this policy on Commercial Vehicle Segment?	5	CO3												

Q4	Standardization is an important feature of Automotive Industry. Standards may lead as well as lag with the time as far as technological innovations are concerned. Briefly explain by giving suitable examples.	5	CO3
Q5	Name 5 industrial vehicles and describe their use and importance for the industry.	5	CO2
Q6	Discuss 'Homologation' process in automobile sector.	5	CO2
SECTION-C			
Q7	Discuss salient features of Indian Motor Vehicle Act.	15	CO3
Q8	AMP 2016-26 is a kind of vision of Indian Automobile sector which gives it a clear direction to move ahead. Discuss the important points of AMP which may change the dynamics of entire sector in next 10 years.	15	CO4
Q9	Tractor industry is one of the oldest and dominance industry of Automotive sector as it is having a great influence on Agriculture. You need to do a PESTEL analysis of Tractor Industry to analyze its position and future prospects in Automotive Industry.	15	CO4
SECTION-D			
Case: Caterpillar			
<p>One-hundred-year-old Caterpillar produces innovative, high quality products. Yet the most important reason for Caterpillar's dominance is its distribution network of 220 outstanding independent dealers worldwide. Caterpillar and its dealers work as partners. According to a former Caterpillar CEO: "After the product leaves our door, the dealers take over. They are the ones on the front line. They're the ones who live with the product for its lifetime. They're the ones customers see." When a big piece of Caterpillar equipment breaks down, customers know that they can count on Caterpillar and its outstanding dealer network for support. Dealers play a vital role in almost every aspect of Caterpillar's operations, from product design and delivery to product service and support.</p> <p>Caterpillar really knows its dealers and cares about their success. It closely monitors each dealership's sales, market position, service capability, and financial situation. When it sees a problem, it jumps in to help. In addition to more formal business ties, Caterpillar forms close personal ties with dealers in a kind of family relationship. Caterpillar and its dealers feel a deep pride in what they are accomplishing together. As the former CEO puts it, "There's camaraderie among our dealers around the world that really makes it more than just a financial arrangement. They feel that what they're doing is good for the world because they are part of an organization that makes, sells, and tends to the machines that make the world work." As a result of its partnership with dealers, Caterpillar dominates the world's markets for heavy construction, mining, and logging equipment. Its familiar yellow tractors, crawlers, loaders,</p>			

	<p>bulldozers, and trucks capture some 40 percent of the worldwide heavy-equipment business, twice that of number-two Komatsu.</p> <p>Many companies are now installing integrated high-tech PRM systems to coordinate their whole-channel marketing efforts. Just as they use CRM software systems to help manage relationships with important customers, companies can now use PRM and supply chain management (SCM) software to help recruit, train, organize, manage, motivate, and evaluate relationships with channel partners.</p> <p>Market Performance</p> <p>Caterpillar had been on a growth tear for 15 years. As the largest and most geographically diverse heavy equipment maker, it was best positioned to weather a slow economy. And although Caterpillar did okay throughout 2008 while the recent economic crisis remained largely centered in the United States, it took a blow once the recession spread worldwide and institutions everywhere just stopped building things. For Caterpillar, annual revenue toppled 37 percent in 2009 (from \$51 billion to \$32 billion), while profits spiraled downward 75 percent. Caterpillar responded by dramatically cutting costs. It has also rolled out promotional incentives similar to those offered by automotive manufacturers in order to spark sales. By mid-2010, as some important economic sectors began to recover, Caterpillar's sales and profits also rebounded. But like most other companies, Caterpillar is still waiting for a lower than-expected economic turnaround to materialize.</p>		
Q10	Given the nature of the demand for its products, is there anything that Caterpillar could do to maintain or increase revenues in a down economy?	15	CO5
Q11	How can caterpillar produce a synergy effect in producing more revenue while working along with their channel partners? Putting yourself in the place of CEO of caterpillar, draw your own marketing strategy for the same.	15	CO5