

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Business Backlog Examination, June 2023 [Programme: BBA] [Semester: IV] [Batch:]				
Course Title: Basics of Automobile Industry		Max Marks: 100		
Course Code: BBAM1001		Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	What are the key factors that contributed to Maruti Suzuki's success in the Indian automobile market?	K1	CO1	5
2.	Explain the key trends and emerging technologies shaping the future of the automobile industry in India?	K2	CO2	5
3.	Demonstrate the impact of sustainable and eco-friendly practices in the automobile industry, including advancements in electric and hybrid vehicles, as well as the use of alternative fuels.	K2	CO3	5
SECTION-B (40 Marks)		10 Marks each		
4.	Which are the unique features and considerations associated with luxury automobiles, including high-end sedans, sports cars, and SUVs, and evaluate the market trends and consumer preferences in this segment?	K1	CO4	10
5.	Apply the working principle of a carburetor and explain how it mixes air and fuel to create a combustible mixture for an internal combustion engine. Discuss the components and their functions in the carburetor system.	K3	CO5	10
6.	Analyze the intensity of rivalry among various automobile companies in a specific market. Evaluate the factors that contribute to intense competition, such as pricing strategies, product differentiation, marketing campaigns, and technological advancements.	K4	CO2	10
7.	Apply the concept of technology transformation in automobiles by discussing the implementation of electric powertrains and their impact on vehicle performance, emissions, and sustainability. Identify the key components and systems involved in electric vehicle technology and evaluate their benefits and limitations. OR Develop a comprehensive analysis of the new car registration process, identifying the key stakeholders involved and their roles, such as government agencies, automotive manufacturers, dealerships, and insurance providers. Discuss the coordination and collaboration required among these entities.	K3	CO3	10
SECTION-C (45 Marks)		15 Marks each		
8.	Analyze and discuss the operational principles and components of a lead-acid battery, including the electrode materials, electrolyte composition, and construction. Explain how these components work together to store and release electrical energy.	K4	CO5	15
9.	Explain the historical milestones and key developments in the automobile industry in India, from its inception to the present day. Discuss the major players, policy changes, and technological advancements that shaped the industry's growth.	K5	CO1	15
10.	Explain the purpose and components of a chassis frame. Discuss the various types of chassis frames used in automotive vehicles and their advantages and disadvantages. OR Discuss the importance of cooling and lubrication systems in an internal combustion engine. Explain the functions and components of each system and their role in maintaining engine performance and durability.	K5	CO4	15