

School of Business

Department of Business
Mid Term Examination

Exam Date: 29 Sep 2023

Time : 90 Minutes

Marks : 50

Sem V - D1UG503T - Vehicle Body Fundamentals and Maintenance

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) Identify the key features that differentiate two-wheeler, three-wheeler, and four-wheeler vehicles. K2 (2)
- 2) Define the concept of automotive maintenance and its significance. K1 (3)
- 3) Identify and classify various types of automobiles based on their features. K2 (4)
- 4) Classify different types of automobiles based on their manufacturing variants. K2 (6)
- 5) Demonstrate the process of engine maintenance for a specific automobile. K3 (6)
- 6) Suppose you are working as a value-added service executive (VAS). Create a plan to enhance the customer experience at an automobile service center. K3 (9)
- 7) Analyze the challenges faced by CRM services in maintaining long-term customer relationships in the automobile service industry. K4 (8)
- 8) Analyze the advantages of preventive maintenance over reactive maintenance. K4 (12)

OR

Evaluate the effectiveness of breakdown maintenance in addressing sudden failures. K4 (12)