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School of Business
Bachelor of Business Administration
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - D1UG401T - Dealership Management

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) Identify the relationship between the service department and sales department in an automotive dealership. How do they impact each other's success? K3 (6)

- 2) Community Motors to its local economy, with a focus on employment generation, tax revenue contribution, and the impact on vehicle availability, including both traditional combustion engine vehicles and electric vehicles (EVs). Community Motors is situated in a mid-sized city with a growing population and economy. K3 (9)
Question 1. Analyze the impact of auto dealers on the local economy and vehicle availability. Consider factors like employment, tax revenue, and inventory supply in your analysis? (Marks 5)
Question 2: Strategies for community motor to enhance its impact on the local economy and vehicle availability ? (Marks 4)

- 3) Discover an hybrid business model for a car dealership that combines the best aspects of traditional and online sales. Explain how this model can be sustainable in the evolving automotive market? K4 (4)

- 4) AutoEmpire Dealership is a mid-sized dealership located in a suburban area, specializing in both new and used vehicles. Despite having a diverse inventory and a strategic location, AutoEmpire has been experiencing stagnant sales and declining customer satisfaction ratings. The dealership's leadership team decided to undertake a comprehensive review of their sales process to identify areas for improvement. K4 (8)
- Question 1: Develop a plan for optimizing the dealership's sales process to improve customer satisfaction and increase revenue ? (Marks 4)
- Question 2. How does the dealership's digital presence compare with competitors in terms of user experience and online sales capabilities ? (Marks 4)
- 5) XYZ Auto Repair Shop, located in a suburban area with a diverse clientele, decided to conduct an internal study over a year to determine the effects of using aftermarket parts versus OEM parts for vehicle repairs. This decision came in response to mixed feedback from customers regarding repair costs and satisfaction with repair longevity and performance. K4 (8)
- Question 1: Distinguish the benefits and drawbacks of using aftermarket parts versus OEM parts for vehicle repairs ? (Marks 4)
- Question 2: How did XYZ Auto Repair Shop's year-long internal study on the use of aftermarket parts versus OEM parts for vehicle repairs impact their understanding of cost-effectiveness, customer satisfaction, and the longevity of repairs, and what changes, if any, did the shop implement in their repair strategies based on the study's findings? (Marks 4)
- 6) Interpret the effects of the COVID-19 pandemic on automobile dealers in India. Consider aspects such as sales, customer behavior, and supply chain disruptions ? K5 (5)
- 7) Automotive dealership named "EcoWheels," which has traditionally focused on internal combustion engine vehicles but is now pivoting towards electric vehicles due to growing market demand. The dealership recognizes the need to elevate its team's expertise in EVs to stay competitive and provide exceptional customer service. K5 (10)
- Question 1. Recommend specific improvements or innovations to the training programs that would enhance staff knowledge, skills, and customer service capabilities in the context of electric vehicles.? (Marks 5)
- Question 2. Justify the changes that impact the dealership's ability to meet its operational goals and improve customer satisfaction? (Marks 5)