

School of Business

Bachelor of Business Administration
Semester End Examination - Jun 2024

Duration : 180 Minutes
Max Marks : 100

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 sales department functions within an automotive dealership of 2WH (Hero / Yamaha / Bajaj / TVS) & 4WH (Maruti / Mahindra / Hyundai) ? K3(3)
- 2) Analyze the factors that affect the pricing of used vehicles in a dealership. How do these factors influence profit margins? K4(4)
- 3) Construct a new organizational structure for an automotive dealership that addresses the challenges of digital transformation and electric vehicle sales. Justify how your structure supports both operational efficiency and customer engagement? K3(6)
- 4) Discuss the Government policies aimed at supporting automobile dealers during economic downturns in India and which Government policies have been most beneficial for the dealership ? K6(6)
- 5) Design an scenario where a customer is dissatisfied with a recent service experience, describe the steps you would take as a service representative to address their concerns and resolve the issue? K6(6)
- 6) Mahindra & Mahindra Limited is a major player in the global automotive and farm equipment sectors, part of the larger Mahindra Group, a multinational conglomerate with interests in various industries including aerospace, agribusiness, automotive, components, defence, energy, finance, hospitality, information technology, leisure and hospitality, and real estate. Founded in 1945 in Ludhiana, India, as Mahindra & Mohammed, the company was initially set up to trade steel with suppliers in England and the United States. K4(8)
Question 1: Analyse how Mahindra & Mahindra's diversification into different sectors contributes to its global presence? (4 Marks).
Question 2: Explain the objectives of promotional strategies in the

- automotive industry. How do these strategies help companies to increase brand awareness and drive sales? (4 Marks)
- 7) Mr. Gupta is an aspiring entrepreneur in India who wishes to venture into the automotive retail industry. He plans to set up both a car dealership and a Hero two-wheeler dealership in his city. K3(9)
- Question 1: Compare and contrast the documentation requirements for setting up a car dealership versus a two-wheeler dealership in India ? (Mark 5)
- Question 2: What are the specific regulatory requirements and documentation Mr. Gupta needs to fulfill to establish both a car dealership and a Hero two-wheeler dealership in his city? (Marks 4)
- 8) Maruti Suzuki authorised dealer recognizes the importance of enhancing customer satisfaction and loyalty to stay competitive in the market. To achieve this, the dealership plans to introduce a new value-added service: complimentary vehicle maintenance for the first year of ownership. This case study outlines the strategy for implementing this service effectively to maximize its impact on customer satisfaction and loyalty. K3(9)
- Question1: Develop a plan for introducing a new value-added service, such as complimentary vehicle maintenance for the first year of ownership, at an automobile dealership. How would you market and implement this service to maximize its impact on customer satisfaction (5 Marks)
- Question 2: Identify the potential challenges or obstacles the dealership might face in implementing the complimentary vehicle maintenance service? (4 Marks)
- 9) Critique the effectiveness of safety signage placement in a dealership. Are signs strategically located to alert employees to potential dangers K5(10)
- 10) Maruti Suzuki Nexa Dealership undergoes a fire safety audit and discovers non-compliance issues. The steps taken to rectify these issues, the role of regulatory bodies, and the impact on the dealership's operations can be explored. The importance of adhering to fire safety regulations and standards in the design, construction, and operation of car dealerships to ensure safety and compliance. K4(12)
- Question1: Design a comprehensive fire safety compliance and enhancement plan for a Maruti Suzuki Nexa dealership, considering the non-compliance issues identified. Include preventative measures, training for staff, and emergency response strategies. (6 Marks)
- Question 2: Analyse the effectiveness of training programs for employees at an Maruti Suzuki Nexa automobile dealership on the use of fire extinguishers. How could the dealership measure whether the training has adequately prepared employees to respond to fire emergencies? (6 Marks)
- 11) HYUNDAI MOTOR INDIA LTD introduced ENGINE OIL K6(12)

TREATMENT to be filled in oil chamber of HYUNDAI car. HYUNDAI car don't have a meter to check lubricant is dry in oil chamber (No lubricant in oil chamber) resulting to entire engine will jam and vehicle will stop automatically resulting into accident. HYUNDAI ENGINE OIL TREATMENT is poured in new lubricant in car so the life of engine increases due to lubricity in engine. HYUNDAI MOTOR INDIA LTD TIE WITH VENDOR BARDAL / WHRUTH / 3M / CASTROL . Customer are forced to purchase extra product as service advisor and workshop manager are getting good commission resulting to annoyed customer stopped coming to authorized workshop and recommending other brand to customer is loss to HYUNDAI company and dealership.

Question 1. Recommended the solution of the potential consequences of service advisors and workshop managers forcefully selling the Hyundai Engine Oil Treatment on customer trust and brand loyalty.? (6 Marks)

2) Explain the situation where the use of Hyundai Engine Oil Treatment is beneficial for a Hyundai car owner.? (6 Marks)

12) Mahindra & Mahindra is a significant player in the global automotive industry, particularly known for its strong presence in the utility vehicle and tractor sectors. Originating from India, Mahindra has expanded its footprint worldwide, offering a wide range of vehicles, including SUVs, pickups, commercial vehicles, and electric vehicles. As of my last update in April 2023, here's an overview of Mahindra's automotive ventures, especially focusing on their cars/SUVs and their innovative approaches in design, technology, and sustainability. Mahindra & Mahindra company known for its 4W vehicles launches a line of affordable 2W scooters in Southeast Asia.

K5(15)

The strategy focuses on leveraging the region's high demand for efficient and economical transportation solutions, overcoming challenges such as local competition and regulatory compliance.

Question 1: Evaluate the effectiveness of Mahindra & Mahindra's marketing strategy for its 2W scooters in Southeast Asia (8 Marks).

Question: Explain the potential challenges Mahindra & Mahindra might face in introducing its 2W scooters to the Southeast Asian market? (7 Marks)