

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

Mid Semester Examination, March 2019

Programme Name: B.TECH OSS

Course Name : Marketing and Services in OSS

Course Code : CSEG457

Nos. of page(s) : 2

Instructions : All questions are compulsory

Semester : VIII

Time : 03 hrs

Max. Marks : 100

SECTION A

S. No.		Marks	CO
Q 1	Compare Copyleft and Copyright.	5	CO2
Q 2	Differentiate between dark side and bright side of marketing.	5	CO5
Q 3	Define Service Marketing Triangle.	5	CO4
Q 4	“Software products may need a promotional marketing strategy”, briefly explain different promotional marketing strategy. Give example of each.	5	CO1

SECTION B

Q 5	Demonstrate different phases of SPLC. How is SPLC different from SDLC.	10	CO1,3
Q 6	There are two concepts for marketing mix 4Ps and 7Ps. Briefly explain 7Ps of marketing	10	CO1,4
Q 7	Categorize and explain different segments in which market can be segmented.	10	CO3,4
Q 8	“Customer Relationship Management CRM refers to managing a company’s interactions with current and future customers.” In context to this, explain SugarCRM CE, its features and benefits. OR Elaborate various cost effective marketing tools for OSS products.	10	CO2,5

SECTION-C

Q 9	a) Explain the term Dual Licensing. Describe Double License (Dual License) Model with example (15) b) Elaborate E-Commerce? Explain different categories of e-commerce (5)	20	CO1,3
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	OR		
	<p>a) “<i>Open Source Eco System may be classified as -Vendor-driven –Community-driven –Consortium-driven.</i>” Explain each of them. (15)</p> <p>b) Interpret the Types of Open Source ecosystem. (5)</p>		
Q10.	<p>a) Describe 5 open source database products with respect to OSS. (10)</p> <p>b) Summarize the challenges faced by OSS in the market and give some solutions accordingly.(10)</p>	20	CO2,4

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SECTION A

S. No.		Marks	CO
Q 1	Difference between Marketing and Selling.	5	CO2
Q 2	Briefly explain different promotional marketing strategy	5	CO2
Q 3	Give example of each promotional marketing strategy used for software products.	5	CO4
Q 4	Define Service Marketing Triangle.	5	CO2

SECTION B

Q 5	Summarize the challenges faced by OSS in the market.	10	CO4,5
Q 6	Discuss the influence of OSS on entire society.	10	CO1
Q 7	Explain the steps followed in marketing strategy process for Building an effective marketing strategy	10	CO2,5
Q 8	Explain LMS. Describe any 2 Open Source LMS OR Elaborate vendor driven eco system in contrast to community driven eco system.	10	CO5

SECTION-C

Q 9	a) Discuss about Chamilo and Claroline.(10) b) Differentiate between Portal Server Development and Deployment OR a) Describe the term Business Model. Explain OSS Business Model (15) b) Interpret the Types of Open Source ecosystem. (5)	20	CO3
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Q10.	a) Describe 5 open source database products. (10) b) “ <i>Customer Relationship Management CRM refers to managing a company’s interactions with current and future customers.</i> ” In context to this, explain CiviCRM CE, its features and benefits.	20	CO1,4
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