

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination July 2020**

**Course: Marketing and Services in OSS**  
**Program: B.Tech. CSE OSS**  
**Course Code: CSEG457**

**Semester: VIII**  
**Time 03 hrs.**  
**Max. Marks: 100**

**Instructions:**

- 1) All Questions are Mandatory.
- 2) 30 MCQ Questions of 2 marks each. Total 60 Marks.
- 3) 4 Descriptive Questions of 10 Marks each. Internal choice between 2 questions.

- Q1. The principle of caveat vendor (let the seller beware) is followed under? 2 Marks
- a) Marketing
  - b) Selling
  - c) Production
  - d) Product
- Q2. What does OSS Business Model comprise of? 2 Marks
- a) Service Model
  - b) Dual License Model
  - c) Value Added Distribution Model
  - d) All of the Above
- Q3. "Output" as a Focus is catered under which concepts? 2 Marks
- a) Selling Concept
  - b) Marketing Concept
  - c) Product Concept
  - d) Production Concept
- Q4. Identify the Application Server (appserver). 2 Marks
- a) IBM WebSphere
  - b) JBoss
  - c) jetty
  - d) All of the above
- Q5. OXID eSales, MySQL comes under which type of ecosystem. 2 Marks
- a) Vendor driven Ecosystem
  - b) Community driven Ecosystem
  - c) Open Source driven Ecosystem
  - d) None of the above
- Q6. Oracle, MS-SQL Server, SAP MaxDB, DB2 comes under which category 2 Marks

- a) Open Source Database
- b) Application Server
- c) Portal Server
- d) CRM

Q7. "Lower cost to start, lower cost to support" comes under which scenario 2 Marks

- a) Lower True Cost of Ownership
- b) Lighter Weight Solutions
- c) Open Source Code Base
- d) Stop Product Chaining

Q8. "Simplify software installation, scaling, configuration, management, developer's experience" comes under which scenario. 2 Marks

- a) Lower True Cost of Ownership
- b) Lighter Weight Solutions
- c) Open Source Code Base
- d) Stop Product Chaining

Q9. Which one is not open source marketplace? 2 Marks

- a) Sourceforge.com
- b) Apachefriends.org
- c) Bitnami.org
- d) BitCoin

Q10. Node.js, nginx, HBase and Hadoop comes under which upcoming trends in the OSS Market? 2 Marks

- a) Popular OSS servers
- b) Popular projects
- c) OSS and Cloud
- d) OSS and Mobility

Q11. JavaScript, Ruby, Python, Grails, Struts comes under which upcoming trends in the OSS Market? 2 Marks

- a) Popular OSS servers
- b) Scripting Languages and Framework
- c) Stop Product Chaining
- d) OSS and Cloud

Q12. Present Industry Scenario does not includes what 2 Marks

- a) Open Source Code Base
- b) Lack of vendor support
- c) OSS and Big Data
- d) OSS and Cloud

Q13. Open communities, Open source components, business value of open source aspects are covered by which ecosystem? 2 Marks

- a) Open Source Ecosystem
- b) Vendor driven Ecosystem

- c) Community driven Ecosystem
- d) All of the above

Q14. Products (goods and services) often are the focal point of positioning 2 Marks

- a) Plan and budget
- b) Unimplementing a plan
- c) Strategy
- d) Control

Q15. Which does not belongs to Learning Management Systems (LMS) 2 Marks

- a) Xeo LMS Portal
- b) Claroline
- c) ATutor
- d) SAP System

Q16. Red Hat, SuSE, Caldera, MandrakeSoft, Turbolinux belongs to which category 2 Marks

- a) Linux Distributors
- b) Recruiting and Staffing Services
- c) System Integration
- d) All of the above

Q17. Which one is an online program that can be accessed through mobile devices or hand held devices, such as smart phones and tablets 2 Marks

- a) CiviCRM
- b) SugarCRM
- c) Vtiger
- d) Zurmo

Q18. Threaded, searchable discussion forums, live chat rooms, whiteboard tools comes under which enterprise component 2 Marks

- a) Mail
- b) Collaboration Tools
- c) Search Engine
- d) Content Management

Q19. Which CRM has integrated group of more than 40 tools for users to choose from? 2 Marks

- a) SugarCRM
- b) CiviCRM
- c) Zurmo
- d) VTiger

Q20. "I am selling my old books to a second hand book shop" belongs to which e-commerce model 2 Marks

- a) B2B (Business – to – Business)
- b) B2C (Business – to – Consumer)
- c) C2C (Consumer – to – Consumer)
- d) C2B (Consumer – to – Business)

Q21. The various roles like Contributor, Developer, Leader, Core Developer, Project Owner, Initiator comes under which ecosystem. 2 Marks

- a) Vendor driven Ecosystem
- b) Community driven Ecosystem
- c) Open Source driven Ecosystem
- d) None of the above

Q22. Software market usually have three segments. Identify which segment it does not have.

2 Marks

- a) Software Products
- b) Embedded Software and Services
- c) Services related to Professional Software
- d) Training

Q23. SUSE company offered its SUSE Linux Enterprise products at three subscription levels to their customers, which one is not their level 2 Marks

- a) Basic
- b) Standard
- c) Priority
- d) Community Version

Q24. 'Sales of rights, sale of products, sale of services' is captured by which model? 2 Marks

- a) Service model
- b) Revenue Model
- c) Value Added Distribution Model
- d) Marketing Model

Q25. Email Marketing, Social Networking Media, Point of Sale Displays, Software exhibitions and events are part of which strategy 2 Marks

- a) Push Strategy
- b) Pull Strategy
- c) Push and Pull Strategy
- d) None of above

Q26. Stallman created which License for the software's developed under GNU project, with the goal to guarantee users freedom to share and change software. 2 Marks

- a) BSD License
- b) Copyleft-light license
- c) GNU General Public
- d) Apache License

Q27. Which of the following are major place to find open source software on internet? 2 Marks

- a) SourceForge
- b) GitHub
- c) GoogleCode
- d) All of the above

Q28. BSD license is also called as?

2 Marks

- a) Non-copy left license
- b) Copy left-light license
- c) GNU General Public
- d) Copyright License

Q29. Keynetics - OpenTrust is an example of which OSS models 2 Marks

- a) Service model
- b) Revenue Model
- c) Value Added Distribution Model
- d) Mutualisation Model

Q30. Mass Media Promotions, Word of Mouth Referrals etc. comes under which strategy? 2 Marks

- a) Push
- b) Pull
- c) Marketing
- d) Selling

Q31. Explain concepts    i) Production Concept    ii) Product Concept    iii) Selling Concept  
iv) Marketing Concept    v) Societal Marketing Concept 10 Marks

OR

Explain the Dual Licensing and Dual License Model with example. 10 Marks

Q32. Describe various open source business ecosystems

i) Vendor-driven    ii) Community driven    iii) Consortium driven. 10 Marks

OR

Explain Marketing Strategy and steps for building an effective marketing strategy 10 Marks

Q33. Distinguish between the current and future scenarios of OSS. 10 Marks

Q34. Differentiate between SDLC and SPLC with example. 10 Marks