UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, May 2021
Course: Marketing, Services and Licensing in OSS   Semester: VI
Program: B. Tech. CSE OSSOS   Time 03 hrs.
Course Code: CSOS 3007   Max. Marks: 100

SECTION A

1. **Each Question will carry 5 Marks**
2. **Instruction: Complete the statement / Select the correct answer(s)**

S. No.	Question	CO

Q 1	Which one is an online program that can be accessed through mobile devices or hand held devices, such as smart phones and tablets
	   a. CiviCRM
	   b. SugarCRM
	   c. VTiger
	   d. Zurmo
		CO1

Q2	Open source database products includes.
	   a. Oracle
	   b. MS-SQL Server
	   c. SAP MaxDB
	   d. DB2
		CO2

Q3	Stallman created which License for the software's developed under GNU project, with the goal to guarantee users freedom to share and change software.
	   a. BSD License
	   b. Copyleft-light license
	   c. GNU General Public
	   d. Apache License
		CO3

Q4	Which license is also called as Non-copy left license.
	   a. BSD License
	   b. Copyleft-light license
	   c. GNU General Public
	   d. Apache License
		CO4

Q5	The legal issues that must be addressed in open source licenses are
	   a. Scope of Licenses
	   b. Conflicting Licenses
	   c. Automatic Termination
	   d. All of the above.
		CO3

Q6	Open Source License provides what all freedom
	   a. Freedom to copy
	   b. Freedom to create derivative work
	   c. Freedom to distribute derivative work
	   d. All of the above.
		CO4

SECTION B

1. **Each question will carry 10 marks**
2. **Instruction: Write short / brief notes**

Q 7	Distinguish between the current and future scenarios of OSS	**CO1**
Q 8	Distinguish among the various e-commerce business models. OR Explain Open Source Ecosystem model, Vendor Driven and Community Driven Ecosystem.	**CO2**
Q 9	Describe Software Licensing and different OSS software licenses	**CO4**
Q 10	Describe the history of OSS Licensing. Explain in detail about Copyright Law concepts.	**CO3**
Q 11	Explain Marketing Strategy and steps for building an effective marketing strategy.	**CO1**

Section C

1. **Each Question carries 20 Marks.**
2. **Instruction: Write long answer.**

Q12	Explain Software Product Life Cycle in detail with diagrams. Differentiate SPLC and SDLC. OR Explain the four OSS business models in detail with diagrams.	**CO2**