


Name:			
Enrolment No:			
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, May 2022			
Course: Marketing, Services & Licensing in OSS Program: B.Tech CSE (Open Source & Open Standards) Course Code: CSOS 3007		Semester: VI Time : 03 hrs. Max. Marks: 100	
Instructions: All Questions are compulsory (Internal Choice in Section C, Question No. 11)			
SECTION A (5Qx4M=20Marks)			
S. No.		Marks	CO
Q 1	What are the five primary steps of market segmentation?	4	CO1
Q 2	Identify upcoming trends in OSS market.	4	CO2
Q 3	What is a community and why do open source projects want to build them?	4	CO3
Q 4	What does compatibility mean in terms of open source software licenses?	4	CO4
Q 5	List open source developers copyright issues	4	CO4
SECTION B (4Qx10M= 40 Marks)			
Q 6	What are the steps should be involved when starting an open source project? Describe in context to market segmentation.	10	CO2
Q 7	Illustrate all the open source licenses and differentiate between GNU-GPL and MIT	10	CO1
Q 8	Discuss OSS marketing plan and its various marketing tools	10	CO1
Q 9	Demonstrate Software Product Life Cycle (SPLC) three phases and its key features.	10	CO3
SECTION-C (2Qx20M=40 Marks)			
Q 10	How a CRM system can help your business? Describe components of CRM in detail.	20	CO3
Q 11	Illustrate open source eco-system also compare community-driven and vendor-driven ecosystem.	20	CO4

OR

Can we consider that there are limitations under copyright law that would stop the copyright holder from licensing away both his derivative works right and his distribution right? Elaborate the reason?