

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2019

Course: Marketing and Services in OSS

Program: BTech – CSE (OS&OS)

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. Drupal, Moodle, WordPress are which type of open source software products. 2 Marks

- a) Operating Systems
- b) Server Software
- c) Programming Languages
- d) CMS

Q2. Which one is not OSS Business Model? 2 Marks

- a) Service Model
- b) Dual License Model
- c) Value Added Distribution Model
- d) Marketing Model

Q3. What deals with determining, designing and delivering the solution to satisfy human and social needs? 2 Marks

- a) Selling
- b) Marketing
- c) Distribution
- d) Advertising

Q4. Identify the Application Server (appserver). 2 Marks

- a) Web Server
- b) JBoss
- c) Tomcat Server
- d) IIS Server

Q5. 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. Open source database products includes. 2 Marks

- a) Oracle
- b) MS-SQL Server

- c) SAP MaxDB
- d) DB2

Q7. Challenges faced by OSS are: (identify the odd one out) 2 Marks

- a) Familiarity
- b) Lack of Vendor Support
- c) Legal Issues
- d) Lack of internal technical skills

Q8. Remove the one not belongs to group 2 Marks

- a) Ruby on Rails
- b) Javascript
- c) Drupal
- d) WordPress

Q9. OSS has influenced. 2 Marks

- a) Culture and Innovation
- b) Quality
- c) Growth
- d) All of these

Q10. Present Industry Scenario does not includes what 2 Marks

- a) Lower True Cost of Ownership
- b) Lighter Weight Solutions
- c) Full Industry and Defacto Standards Support
- d) OSS and Mobility

Q11. Upcoming Trends in OSS Market does not includes what 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 source ecosystem includes 2 Marks

- a) Open communities
- b) Standards
- c) Technologies
- 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. Desktop / client OS market is dominated by 2 Marks

- a) IBM
- b) Linux
- c) Windows
- d) Mac OS

Q16. Among the popular services, identify the odd one 2 Marks

- a) Software selection
- b) Training
- c) 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. Which is not the marketing strategy process 2 Marks

- a) Analysis
- b) Implementation
- c) Testing
- d) overall market program development

Q19. Marketing strategy implementation and control consist of 2 Marks

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

Q20. Identify the odd one out 2 Marks

- a) Health Care
- b) Hospitality
- c) Product Development
- d) Financial Services

Q21. The vendor, OXID eSales, are at the center of the ecosystem. 2 Marks

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

Q22. Who is not the player in high-end server operating systems market 2 Marks

- a) IBM

- b) Oracle Solaris
- c) Silicon Graphics
- d) Microsoft

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. A business model is made up of which element 2 Marks

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

Q25. 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 is not the major place to find open source software on internet 2 Marks

- a) SourceForge
- b) GitHub
- c) GoogleCode
- d) AmazonWebServices

Q28. Which license is also called as Non-copy left license. 2 Marks

- a) BSD License
- b) Copyleft-light license
- c) GNU General Public
- d) Apache 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. Service is which type activity or benefit that one party can offer to another which is does not result in ownership of anything. 2 Marks

- a) Tangible
- b) Goal Oriented
- c) Intangible
- d) Effortless

Q31. Differentiate between Marketing and Selling with real-life examples. 10 Marks

OR

Describe Software Licensing and different OSS software licenses. 10 Marks

Q32. Explain Open Source Ecosystem model, Vendor Driven and Community Driven Ecosystem. 10 Marks

OR

Distinguish among the various e-commerce business models. 10 Marks

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

Q34. Explain Software Product Life Cycle in detail. 10 Marks