Name:		
Enrolment No:		

UPES
End Semester Examination, May 2024

Course: Marketing Services & Licensing in OSS   **Semester: VI**
Program: BTech CSE OSSOS   **Time   : 03 hrs.**
Course Code: CSOS3011   **Max. Marks: 100**

Instructions: Attempt all Questions

	SECTION A (5Qx4M=20Marks)		
S. No.		Marks	CO
Q 1	Examine the role of branding and messaging in shaping the perception of open-source software projects.	4	CO1
Q 2	Analyze the strategies employed by leading OSS projects to monetize their offerings while preserving the principles of openness and collaboration.	4	CO2
Q 3	Explore strategies for open-source companies to thrive in a cloud-dominated market.	4	CO3
Q 4	Discuss the key components of an effective marketing strategy for open-source software (OSS) projects.	4	CO4
Q 5	Examine the current trends and dynamics shaping the open-source software (OSS) industry	4	CO1
	SECTION B (4Qx10M= 40 Marks)		
Q 6	Explore the ethical and social implications of the growing prominence of open-source software in critical domains such as healthcare, finance, and public infrastructure	10	CO2
Q 7	Discuss the challenges and opportunities associated with the enforcement of open-source licenses in the context of global legal frameworks and jurisdictional differences.	10	CO3
Q 8	Evaluate the impact of community engagement and advocacy on the effectiveness of marketing services for open-source projects.	10	CO4
	OR		
Q 8	Evaluate the competitive landscape of the OSS industry and the strategies employed by leading companies to maintain market leadership.	10	CO4

Q 9	Evaluate the impact of license compatibility and compatibility testing on the interoperability and adoption of open-source software.	10	CO1
	SECTION-C **(2Qx20M=40 Marks)**		
Q 10	Consider a scenario where a multinational corporation is developing a new software tool intended for both internal use and potential commercialization. The development team is debating whether to release the software under a permissive open-source license, such as the MIT License, or a more restrictive copyleft license, such as the GNU General Public License (GPL). Discuss the strategic implications of each licensing choice in terms of fostering innovation, managing collaboration with external contributors, ensuring compliance with legal requirements, and maximizing long-term commercial viability. Additionally, analyze the potential impact on the corporation's reputation and relationship with the broader open-source community.	20	CO2
Q 11	Through a detailed examination of recent case studies, explore the intersection between commercial viability and ethical considerations in the marketing of Open-Source Software (OSS). Investigate how companies navigate the delicate balance between profit motives and community values and analyze the long-term implications of their marketing decisions on brand reputation, user trust, and industry relationships.	20	CO3
	OR		
Q 11	Investigate the evolution and adaptation of business models within the Open-Source Software (OSS) ecosystem through an in-depth analysis of case studies from both established industry leaders and emerging startups. Explore the interplay between revenue generation strategies, community engagement efforts, and competitive positioning in driving the success and sustainability of OSS ventures. Propose innovative approaches for monetization and value creation in the rapidly evolving landscape of open-source technology	20	CO3