



**End Semester Examination: May, 2019**

**Program/course: BBA (Oil & Gas Marketing)**

**Subject: Lubricant Marketing**

**Code: OGOG 2002**

**No. of pages: 2**

**Semester: IV**

**Max. Marks: 100**

**Duration: 3 Hrs.**

**Section-A**

**(Attempt All)**

- Q.1. Write notes on** **(5 x 4 = 20)**
- (a) Solid lubricants **(CO1)**
  - (b) Factors on which viscosity depends **(CO1)**
  - (c) High Viscosity Index Oils **(CO1)**
  - (d) Role of additives to ensure corrosion protection **(CO1)**

**Section-B**

**(Attempt any 4)**

- (5 x 4 = 20)**
- Q.2. Discuss solid contamination of lubricants. **(5)** **(CO1)**
  - Q.3. Discuss factors to consider for lubricant selection. **(5)** **(CO1)**
  - Q.4. Summarize the classification of automotive lubricants. **(5)** **(CO1)**
  - Q.5. Discuss the important issues of packaging of lubricants in India. **(5)** **(CO1)**
  - Q.6. Summarize API Gasoline Engine Classification. **(5)** **(CO2)**

**Section-C**

**(Attempt All)**

- (15 x 2 = 30)**
- Q.7. (a) Summarize the segmentation of Indian lubricant market. **(7.5)** **(CO5)**  
(b) Discuss the future projections of Indian lubricant market. **(7.5)** **(CO5)**
  - Q.8. You have been appointed as a Marketing Executive for selling lubricants. Discuss the job description which would be applicable for you. **(15)** **(CO7)**

**Section-D**  
**(Attempt All)**

Q.10. Caselet

**UK's Morris Lubricants enters India**

The UK-based Morris Lubricants has announced its entry into the Indian market with George Oakes, an Amalgamations Group company, as its sales and distribution partner.

The 148-year-old manufacturer of lubricants has set up its fully-owned Indian subsidiary - Paterson Lubricants India Pvt Ltd, which will be headquartered in Mumbai. It will focus on western and southern regions in the initial years.

“We will be the second UK lubricant brand to enter India. Since local production is important for a market like India, Morris will be blending its lubricants locally through a partnership,” said Wilkins, Director, Paterson Enterprises, which sells Morris brand of lubricants. It is betting big on its partnership with George Oakes, which has been distributing spare parts of more than 22 brands and automotive OEMs. George Oakes has 36 branches in southern and western regions and is supplying to over 5,000 retailers. “We expect these two markets, which are strong demand centres, to show some traction for Morrison products in the near term,” said Krishna Kaushik, Chief Executive Officer, George Oakes.

Morris is introducing a range of lubricants for cars, commercial vehicles, tractors and two-wheelers. It is also planning to launch premium segment engine oils for cars and bikes.

Rosefield DAA International Consultancy, Mumbai, did a market study for Morris. The Indian lubricant industry is estimated at 2.5 million kilolitres per annum valued at about ₹32,000 crore and is expected to grow at 4-5 per cent annually.

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- (a) Suggest marketing strategies that Morris Lubricants should adopt to enter the Indian market? Support your answer. **(7.5)** **(CO6)**
  - (b) How can Morris Lubricants build their lubricant brand in India? Support your answer. **(7.5)** **(CO6)**
  - (c) What should be the distribution network? Support your answer. **(7.5)** **(CO6)**
  - (d) How can Morris Lubricants build relationships with customer? Support your answer. **(7.5)** **(CO6)**



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**Section-A**

- Q.1. Write notes on** (5 x 4 = 20)
- (a) Liquid lubricants (CO1)
  - (b) How is viscosity measured? (CO1)
  - (c) High Viscosity Index Oils (CO1)
  - (d) Role of additive to ensure rust protection (CO1)

**Section-B**

**(Attempt All)**

- (5 x 4 = 20)
- Q.2. Discuss water contamination of lubricants. (5) (CO1)
  - Q.3. Discuss compatibility of lubricants. (5) (CO1)
  - Q.4. Summarize the classification of industrial lubricants. (5) (CO1)
  - Q.5. Summarize the major policy initiatives undertaken by Government of India following liberalization of the Indian lubricant market in 1993. (5) (CO1)
  - Q.6. Discuss the importance of personal selling in lubricant marketing. (5) (CO2)

**Section-C**

**(Attempt All)**

- (15 x 2 = 30)
- Q.7. Discuss the job description of a Marketing Executive selling lubricants. (15) (CO7)
  - Q.8. Summarize the reports that Marketing Executives working in lubricant industry are expected to prepare. (15) (CO7)

## Section-D

### Q.9. Caselet

**Tata Motors and Gulf Oil Lubricants India (GOLIL), today officially signed an agreement to launch a range of co-branded lubricants for its passenger vehicle segment in India.**

The partners will be selling co-branded Tata Motors Genuine Oil in the high street bazaar market under this agreement. The products launched under this range would cover the entire gamut of requirements by Tata Motors, which would include engine oil, gear oil, coolant and brake oil. Additionally, the product range would offer the best technology for the company's customers and will be continuously upgraded from time to time depending on the requirements.

Mayank Pareek, president – PVBU, Tata Motors; S N Barman, vice-president, Sales, Marketing & Customer Support, PVBU, Tata Motors; Subhajit Roy - Head – Customer Care, PVBU; Ravi Chawla, MD, Gulf Oil Lubricants India and Shiva Raj Mehra, Head, Automotive OEM business, Gulf Oil Lubricants India were present at the signing of the agreement.

Mayank Pareek, said: “We at Tata Motors have always worked towards creating a delightful experience for all our customers through various aftersales products and services. Gulf Oil is an iconic brand with strong heritage and is currently amongst the fastest growing lubricant brands in India. With the strength of GOLIL and our commitment to provide our customers with the best lubricant technology expertise and support in the competitive marketplace, we are happy to announce the beginning of this new relationship. Furthermore, with the association, we guarantee that our customers will receive the finest quality of product which will, in turn, help them extract the best performance out of their engines.”

Ravi Chawla, said: “We are extremely honoured to partner with a respected brand like Tata motors for their passenger vehicle business unit in India. This gives us an excellent opportunity to leverage our brand and other strengths for the passenger vehicles segment. This agreement will be a win-win for both partners as it gives Tata Motors' customers a chance to avail a product that is specifically developed for the passenger vehicles of the company. It will furthermore leverage Gulf Oil's extensive distribution network to make it easily available to customers,”

- (a) How can Tata Motors and GOLIL build their lubricant brand in India? Support your answer.  
(10) (CO6)
- (b) What should be the distribution network for Tata Motors and GOLIL lubricants in India? Support your answer. (10) (CO6)
- (c) How can Tata Motors and GOLIL build relationships with customer? Support your answer.  
(10) (CO6)