



End Semester Examination: April, 2017
Program/course: BBA (Oil & Gas Marketing)
Subject: Lubricant Marketing
Code: BDSM 103
No. of pages: 2

Semester: VI
Max. Marks: 100
Duration: 3 Hrs.

Section-A

Q.1. Complete the following / Choose correct option

(2 x 10 = 20)

- (i) Friction is...
- (ii) SAE stands for...
- (iii) In API SJ, S stands for...
- (iv) Former Indian cricket team captain - Mr. M S Dhoni is a brand ambassador of _____ _____ lubricant company.
- (v) The highest API diesel engine oil specification is...
- (vi) Genuine oils are...
- (vii) Cutting oils are a type of _____ oil.
- (viii) API SA is a _____ specification.
- (ix) In industrial lubes marketing there are fewer / many buyers.
- (x) Marketing Executive should prepare _____ _____ report at the time of revision of credit terms.

Section-B
(Attempt any 4)

(4 x 5 = 20)

- Q.2. Discuss hydrodynamic lubrication.
- Q.3. Summarize the types of solid lubricants.
- Q.4. Discuss the constituents of greases.
- Q.5. Summarize the various types of automotive lubricants.
- Q.6. Briefly describe characteristics of marine oils.

Section-C
(Attempt any 2)

(15 x 2= 30)

- Q.7. (a) Write a note on the evolution of the Indian lubricant market. **(7.5)**
(b) Discuss industrial and consumer segments of the Indian lubricant market. **(7.5)**
- Q.8. Discuss the job description of Marketing Executive working in lube oil marketing. **(15)**
- Q.9. Discuss the marketing mix for industrial lubes. **(15)**

Section-D

(15 x 2 = 30)

Q.10. Caselet

Repsol lubes launched in India

Identifying an opportunity to carve out a sizeable market share despite fierce competition in the Indian automotive lubricant space, GP Petroleum Ltd. has introduced the Repsol brand of automotive lubricants in India. Bullish about the Indian market, which is also the world's third largest lubricant market with a market size of 2.5 billion litres, GP Petroleum, aware of the fact that the demand for lubes in India is expected to grow at a Compounded Annual Growth Rate (CAGR) of 2.3 per cent, has introduced two-wheeler lubes at present, but with a firm roadmap that would include introduction of passenger and commercial vehicle lubes in the next two months. Positioning itself to grab a good chunk of the Indian automotive lubes market, GP Petroleum, a subsidiary of UAE-based Gulf Petrochem Group, announced its intention to enter the Indian market in association with Repsol of Spain last year.

Set to sell the entire Repsol automotive product portfolio in India, GP Petroleum, rather than venturing on its own found it viable to join hands with Repsol to enter the competitive auto lubes market. Said Hari Prakash, Chief Executive Officer, GP Petroleum, that it was its popular flagship industrial lubricant Ipol that constituted 90 per cent of the company's revenue until recently. To foray into the automotive lubricant space, it could either have worked out by research and development of lubes to find a place as an automotive lubricant player, cashing in on the popularity of Ipol. "We chose to engage with Repsol. By opting for Repsol and continuing to simultaneously drive the Ipol brand proved to be a good tactical move. We will begin operations at Mumbai and Jaipur before rolling out a pan India presence," announced Prakash. S Thangapandan, Executive Director, Gulf Petrochem, "We saw the need to look beyond industrial lubricants. We set ourselves a target of achieving five per cent of the automotive lubricant market by 2020. We are at three per cent in the industrial segment currently."

- (a) Suggest marketing strategies Repsol should adopt in India post it's entry into India. **(15)**
- (b) Discuss how Repsol can build it's brand in India. **(15)**