

<b>Name:</b>	 <b>UPES</b> UNIVERSITY WITH A PURPOSE
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**Online End Semester Examination, Dec. 2020**

<b>Course: Petro Retail Management &amp; Development</b>	<b>Semester: III</b>
<b>Program: BBA OG</b>	<b>Time 03 hrs.</b>
<b>Course Code: OGOG 2001</b>	<b>Max. Marks: 100</b>

**SECTION A**

- 1. Each Question will carry 5 Marks**
- 2. Instruction: Complete the statement / Select the correct answer(s)**

S. No.	Question	CO												
Q 1	<b>Fill In the Blanks:</b> <ol style="list-style-type: none"> <li>a. _____ is a location where goods and services are exchanged.</li> <li>b. A _____ involves the use of a successful brand name to launch new or modified products in a new category.</li> <li>c. We define a _____ as anything that can be offer to a market for attention, acquisition, use, or consumption and that might satisfy a want or need.</li> <li>d. _____ are a form of product that consists of activities, benefits or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.</li> <li>e. A product is a key element in the _____. At one extreme, it may consist of pure tangible goods or at the other extreme, pure services</li> </ol>	<b>CO1</b>												
Q2	<b>Match the followings:</b> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;"><b>STOCK MARKETS</b></td> <td style="width: 50%;"><b>COUNTRY</b></td> </tr> <tr> <td>1. Hang Seng</td> <td>a. USA</td> </tr> <tr> <td>2. Nikkei</td> <td>b. China</td> </tr> <tr> <td>3. Strait Times</td> <td>c. Japan</td> </tr> <tr> <td>4. NASDAQ</td> <td>d. Singapore</td> </tr> <tr> <td>5. Shenzhen</td> <td>e. Hong Kong</td> </tr> </table>	<b>STOCK MARKETS</b>	<b>COUNTRY</b>	1. Hang Seng	a. USA	2. Nikkei	b. China	3. Strait Times	c. Japan	4. NASDAQ	d. Singapore	5. Shenzhen	e. Hong Kong	<b>CO2</b>
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Q3	<b>MCQs:</b> <ol style="list-style-type: none"> <li>1. Which company has the largest network of petroleum retail distribution in India? HPCL Reliance BPCL IOCL</li> <li>2. The science of friction, lubrication and wear is called Indology Geology Tribology Morphology</li> <li>3. The location of the RO is selected on the basis of Economic information Competitors in the area Traffic data All of the above</li> </ol>	<b>CO2</b>												

	<p>4. When dynamic pricing in petroleum sector was start applicable in India?  2015  2016  2017  2018</p> <p>5. Which MNC organization has the highest market share in Indian Lubricant industry?  Shell  Castrol  Mobil  Total</p>	
Q4	<p><b>MCQs:</b></p> <ol style="list-style-type: none"> <li>The model that calculates the cost of producing the product and adding on a percentage profit to that price as selling price is known as:  Limit Pricing Model  Cost plus model  Market oriented pricing  Skimming</li> <li>Setting a price low in order to attract customers and gain market share termed as.  Premium Pricing  Penetration pricing  Predatory pricing  Limit Pricing</li> <li>Pricing designed to have a positive psychological impact termed as.  Premium pricing  Predatory pricing  Psychological pricing  Dynamic pricing</li> <li>Method of pricing in which all costs are recover termed as.  Target pricing  Breakeven pricing  Absorption Pricing  Fixed cost pricing</li> <li>In business, the practice of setting the price of a product to equal the extra cost of producing an extra unit of output termed as.  Marginal-cost pricing  Premium Decoy pricing  Unit cost pricing  None of the above</li> </ol>	CO2
Q5	<p><b>Fill In the Blanks:</b></p> <ol style="list-style-type: none"> <li>The third level of a product that product planners must consider is a (n) _____ around the core benefit and actual product that offers additional consumer services and benefits.</li> <li>In _____, goods were sell at higher prices so that fewer sales needed to achieve breakeven.</li> <li>In _____, the price set by the monopolist to discourage economic entry into a market.</li> </ol>	CO3

	<p>4. A _____ is a product sold at a low price i.e at cost or below cost to stimulate the other profitable sales.</p> <p>5. _____ maximizes the profit derived from an individual product, based on the difference between the product's price and variable costs.</p>	
Q6	<p><b>TRUE OR FALSE:</b></p> <ol style="list-style-type: none"> <li>Lubricant act as a coolant to carry away heat.</li> <li>Fraction Distillation is the process of MIDSTREAM sector.</li> <li>Seismic Study required in DOWNSTREAM sector.</li> <li>Shale gas production by HORIZONTAL drilling process.</li> <li>22 petroleum refineries present in India.</li> </ol>	<b>CO3</b>
<b>SECTION B</b>		
<p><b>1. Each question will carry 10 marks</b></p> <p><b>2. Instruction: Write short / brief notes</b></p>		
Q 7	Elaborate top five marketing strategies to open petroleum retail outlet in India from the perspective of organization as well as businessmen/dealers.	<b>CO2</b>
Q 8	Differentiate between the CNG vs. Gasoline & HSD based retail outlets with their KNOWHOW.	<b>CO2</b>
Q 9	Sales of which petroleum retail products in India are growing very fast? Critically examine reasons for fast sales growth of these retail products. Sales of which sensitive product in India is not growing? Critically examine the reasons for its not growing	<b>CO4</b>
Q 10	Critically examine replenishment process issues for supply of petrol and diesel to petrol pumps in India. What are your recommendations for improving replenishment process issues?	<b>CO3</b>
Q 11	<p>Analyze the followings Petroleum sector organization's with examples:</p> <ol style="list-style-type: none"> <li>Integrated Oil &amp; Gas organizations.</li> <li>Independent Oil&amp; Gas organizations.</li> <li>Oil service organizations.</li> <li>Oil equipment manufacture companies.</li> </ol>	<b>CO3</b>
<b>Section C</b>		
<p><b>1. Each Question carries 20 Marks.</b></p> <p><b>2. Instruction: Write long answer.</b></p>		
Q12	<p>Petrol, diesel prices to change every day from May 1, trial run in five cities</p> <p>Come May 1, petrol and diesel prices will change every day in sync with international rates, much like it happens in most advanced markets. State-owned fuel retailers Indian Oil Corp (IOC), Bharat Petroleum Corp Ltd (BPCL) and Hindustan Petroleum Corp Ltd (HPCL), which own more than 95% of nearly the 58,000 petrol pumps in the country, will launch a pilot for daily price revision in five select cities from May 1 and gradually extend it across the country. Petroleum minister Dharmendra Pradhan indicated that the government has encouraged market-based pricing of fuels. "From political to economic diplomacy, energy sector of India has gained international recognition by efficient implementation of initiatives," he said. Pradhan however made it clear that the government will not force a decision for daily revision of fuel prices. "Every day change in pricing of petroleum products is a</p>	<b>CO4</b>

recommendation of experts. The government has nothing to do with it. “Ultimately, we will be driving towards market linked rates on a daily basis at all pumps across the country,” IOC chairman B Ashok told PTI. A pilot for daily revision of petrol and diesel price will be first implemented in Puducherry, Vizag in Andhra Pradesh, Udaipur in Rajasthan, Jamshedpur in Jharkhand and Chandigarh, he said. State fuel retailers currently revise rates on the 1st and 16th of every month based on average international price of fuel in the preceding fortnight and currency exchange rate. Instead of using fortnightly average, pump rates will reflect daily movement in international oil prices and rupee- US dollar fluctuations. It is technically possible to change rates daily but we have to first do a pilot. Once pilot is done and its implications studied, we will extend it to other parts of the country,” he said. While Ashok said the pilot is to be “launched within one month” and did not give a specific date, industry sources said the pilot is planned to be launched on May 1. Daily price change will remove the big leaps in rates that need to be effected at the end of the fortnight and consumer will be more aligned to market dynamics. While petrol price was freed from government control in June 2010, diesel rates were deregulated in October 2014. Technically, oil companies have freedom to revise rates but often they have been guided by political considerations. Rates differ by only a few paise between pumps of the three state fuel retailers. Unbranded petrol at IOC pumps in Delhi costs Rs 66.29 per litre, while the same at BPCL pumps in the city is priced at Rs 66.37 a litre. HPCL pumps sell for Rs 66.48 per litre. Unbranded diesel at IOC pumps in Delhi costs Rs 55.61, Rs 55.66 at BPCL outlets and Rs 55.69 a litre at HPCL pumps. With daily changes, which are unlikely to be more than a few paise per litre, the political pressures for not revising rates particularly when they are to be hiked will go, sources said. Petrol price was last revised downward by Rs 3.77 a litre on April 1 and diesel rates were cut by Rs 2.91. This was the first revision in two-and-half-months as oil firms did not change prices during assembly elections in five states, including Uttar Pradesh and Punjab. Ashok said prices of petrol and diesel in a particular market (city or town) will be the same.

Q1. Analyze the strategy work with respect to Oil & Gas transportation and storage of petroleum-finished products.

Q2. Evaluate and Critically analyze the PSUs of Indian petroleum sector get the benefits and how they will coordinate with their old pricing system.