

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
Online End Semester Examination – May 2021

Program: BBA OG
Subject/Course: Internet & Petroleum E-Commerce
Course Code: DSIT2008

Semester: IV
Max. Marks: 100
Duration: 3 Hours

SECTION A

1. Each question carries 5 marks

Q.No		Marks	COs
	Section A		
1	Describe the impact of mobile applications in e-commerce industry.	5	1
2	Identify and describe the unique features of e-commerce technology and discuss their business significance.	5	1
3	What are the important considerations involved in developing a mobile website and building mobile applications?	5	1
4	Describe the major B2B business models	5	2
5	What are the drivers for digitalization in oil and gas industry?	5	3
6	Describe the business model for E-Tailing market.	5	2

Section B

1. Each question will carry 10 marks
2. Instruction: Write short/brief notes

1	Explain the benefit of data analytics for upstream business.	10	3
2	Analyze the importance of CRM in petroleum sector. Also, describe the CRM initiatives adopted by private companies in Indian petroleum retail market.	10	2
3	How digital improves management in oil and gas industry?	10	2
4	Explain the process that should be followed in building an e-commerce presence.	10	1
5	Understand key business concepts and strategies applicable to e-commerce.	10	1

Section C

1) Instruction: Write short answers

	<ul style="list-style-type: none">• Why enabling digital in energy matters?• What are the challenges of digital in energy?• Will Covid-19 create a window to drive transformative changes? Explain it with some examples?• How the application of data analytics technologies improve asset operations and maintenance?	20	3
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