



UNIVERSITY WITH A PURPOSE

**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**

**End Semester Examination, December, 2021**

**Program: BBA Oil & Gas Marketing**  
**Subject/Course: Energy Sector Market Research**  
**Course Code: OGET2002**

**Semester: 3rd**  
**Max. Marks: 100**  
**Duration: 3 Hours**

**IMPORTANT INSTRUCTIONS**

<b>Q.No</b>	<b>Section A</b> <b>(Type the answers in the text box)</b>	<b>Marks</b>	<b>Cos</b>
1	What is the need for Market Research?	2	CO1
2	While designing a questionnaire, what are the three important segments to be considered?	2	CO2
3	Which of the following is a Market Research Method? a) Surveys b) Observation c) Focus Groups d) All of the above	2	CO1
4	List out the different types of Survey Methods.	2	CO1
5	What do you understand by “Double Barreled Questions”?	2	CO2
6	What is the need for Trading of various commodities?	2	CO1
7	Which of the following is not a Technical Analysis tool? a) Trend Lines b) Moving Averages c) Simple Average d) Relative Strength Index	2	CO1
8	While preparing a research report, which chapter highlights the need for the research?	2	CO2
9	Which of the following is a factor that affects trade of a commodity? a) Demand & Supply b) Weather c) Willingness to Pay d) All of the above	2	CO2
10	What is a Focus Group method of market research?	2	CO2
	<b>Section B</b> <b>(Scan and Upload)</b>	<b>Marks</b>	<b>Cos</b>
11	Discuss the advantages of Candlesticks Chart over Line Chart in Technical Analysis.	5	CO3

12	Discuss the importance of Trade Analysis while executing trades.	5	CO3																														
13	Discuss the process cycle of Market Research.	5	CO2																														
14	Distinguish between Futures and Spot Markets.	5	CO3																														
	<b>Section C</b> <b>(Scan and Upload)</b>	<b>Marks</b>	<b>Cos</b>																														
15	With the help of a suitable example, analyze the difference between Data Representation and Data Analysis.	10	CO4																														
16	Distinguish between Qualitative and Quantitative Research.	10	CO4																														
17	With the help of suitable data, illustrate the difference between a solid and a hollow candle of a candlesticks chart.	10	CO3																														
	<b>Section D</b> <b>(Scan and Upload)</b>	<b>Marks</b>	<b>Cos</b>																														
18	You have recently concluded data collection through a questionnaire based survey regarding E Vehicles and now the report has to be prepared. Create the Table of Contents for the report with a brief description of the content of each chapter of the report.	15	CO3																														
19	An individual investor is keen on investing \$10000 in the commodities market and is seeking your help. Analyze the following data as suggest if the investor should take a long or a short position in the market. Provide reasons for your suggestions.	15	CO4																														
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">Day</th> <th style="width: 15%;">Open</th> <th style="width: 15%;">High</th> <th style="width: 15%;">Low</th> <th style="width: 15%;">Close</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;"><b>1</b></td> <td style="text-align: center;">100</td> <td style="text-align: center;">140</td> <td style="text-align: center;">90</td> <td style="text-align: center;">130</td> </tr> <tr> <td style="text-align: center;"><b>2</b></td> <td style="text-align: center;">120</td> <td style="text-align: center;">160</td> <td style="text-align: center;">100</td> <td style="text-align: center;">140</td> </tr> <tr> <td style="text-align: center;"><b>3</b></td> <td style="text-align: center;">130</td> <td style="text-align: center;">160</td> <td style="text-align: center;">90</td> <td style="text-align: center;">100</td> </tr> <tr> <td style="text-align: center;"><b>4</b></td> <td style="text-align: center;">80</td> <td style="text-align: center;">120</td> <td style="text-align: center;">70</td> <td style="text-align: center;">90</td> </tr> <tr> <td style="text-align: center;"><b>5</b></td> <td style="text-align: center;">90</td> <td style="text-align: center;">110</td> <td style="text-align: center;">90</td> <td style="text-align: center;">110</td> </tr> </tbody> </table>			Day	Open	High	Low	Close	<b>1</b>	100	140	90	130	<b>2</b>	120	160	100	140	<b>3</b>	130	160	90	100	<b>4</b>	80	120	70	90	<b>5</b>	90	110	90	110
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