

Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

School of Business
UPES
End Semester Examination December 2022

Program: BBA (OGM)
Subject/Course: Energy Sector Market Research
Course Code: OGET 2002

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

SECTION A
10Qx2M=20Marks

Q.No	Question	Marks	Cos
Q1	What are the three important segments of Designing a Questionnaire?	2	CO1
Q2	What is the primary difference between Data Analysis and Data Representation?	2	CO2
Q3	“Trade Analysis is a combination of Fundamental and Technical Analysis”. Justify the statement.	2	CO2
Q4	Write a note on Energy Markets in India.	2	CO1
Q5	While responding to a questionnaire, you come across the following question. Identify the mistake committed to drafting the question. 1. Which of the following best describes your annual Income: a. 250,000 to 499,999 b. 500,000 to 749,999 c. 750,000 to 999,999 d. 10,00,000 to 14,99,999	2	CO2
Q6	What do you understand by the terms “Hollow” and “Solid” candle in a Candlestick Chart?	2	CO2
Q7	What is the need for energy market research?	2	CO1
Q8	What is the benefit of Support Lines in Technical Analysis?	2	CO1
Q9	What is the primary difference between Futures and Forward Trade?	2	CO1
Q10	What are Primary and Secondary Commodities?	2	CO1

SECTION B
4Qx5M= 20 Marks

Q11	Discuss the significance of any 3 types of candles found in a candlestick chart.	5	CO2
Q12	Why is there a need for Trading of Commodities?	5	CO3
Q13	Write a note on the “Factors affecting the trade of a commodity”.	5	CO3
Q14	Why are Candlesticks Charts preferred over Line Charts while analyzing trades?	5	CO2

SECTION-C
3Qx10M=30 Marks

Q15	Discuss in detail the Key Principles of Effective Questionnaire Designing.	10	CO3
Q16	Differentiate between Fundamental and Exploratory Research.	10	CO4
Q17	Discuss Trade Analysis in detail.	10	CO3

SECTION-D
2Qx15M= 30 Marks

Q18	As a Market Researcher, you have been hired by ABC Limited to conduct market research for their new product, a Laptop. You have completed detailed research and now working on the final report. Discuss the structure of the report to be submitted and highlight the need for and importance of each section that you include in your report.	15	CO4
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Q19	In the capacity of a technical analyst, provide an assessment of the Crude Oil market based on the following chart. <div style="text-align: center;"> <p style="text-align: center;">Crude Oil Prices</p> </div>	15	CO4
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