



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2024

Course: Lubricant Marketing
Program: BBA (Oil and Gas Marketing)
Course Code: OGOG2007

Semester: IV
Time : 03 hrs.
Max. Marks: 100

Instructions: Attempt all the questions

SECTION A
10Qx2M=20Marks

S. No.	Define the following terms in two lines	Marks	CO
Q 1	SAE	2	CO 1
Q 2	API	2	CO 1
Q 3	US MIL	2	CO 1
Q 4	NLGI	2	CO 1
Q 5	FLASH POINT	2	CO 1
Q 6	POUR POINT	2	CO 1
Q 7	BS VI	2	CO 1
Q 8	ADBLUE	2	CO 1
Q 9	RPO	2	CO 1
Q 10	QUENCHING OIL	2	CO 1

SECTION B
4Qx5M= 20 Marks

	Answer the following questions in brief		
Q11	Differentiate the B2B VS. B2C lubricant business.	5	CO 1
Q12	Fill In the Blanks: a. A _____ involves the use of a successful brand name to launch new or modified products in a new category.	5	CO 2

	<p>b. We define a _____ as anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need.</p> <p>c. _____ is a location where goods and services are exchanged.</p> <p>d. In _____, the price set by the monopolist to discourage economic entry into a market.</p> <p>e. _____ is the practice of keeping the price of a product or service artificially high in order to encourage favorable perceptions among buyers, based solely on the price.</p>														
Q13	How the Brand extension strategy will be beneficial for TOTAL in After Market sector in India.	5	CO 2												
Q14	<p>Match the followings:</p> <table border="0" style="width: 100%;"> <tr> <td style="text-align: center;">Brand name of Product</td> <td style="text-align: center;">Organization</td> </tr> <tr> <td>1. Synth5000</td> <td>a. Castrol</td> </tr> <tr> <td>2. EDGE</td> <td>b. Petronas</td> </tr> <tr> <td>3. MILCY</td> <td>c. Shell</td> </tr> <tr> <td>4. Rimula</td> <td>d. Valvoline</td> </tr> <tr> <td>5. Champ 4T</td> <td>e. HPCL</td> </tr> </table>	Brand name of Product	Organization	1. Synth5000	a. Castrol	2. EDGE	b. Petronas	3. MILCY	c. Shell	4. Rimula	d. Valvoline	5. Champ 4T	e. HPCL	5	CO 2
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SECTION-C															
3Qx10M=30 Marks															
	Answer the following questions in detail														
Q 15	Describe the concept of UMBRELLA marketing for MAK brand of BPCL.	10	CO 4												
Q 16	Explain the ten major lubricant companies who are working in India with their brands.	10	CO 2												
Q 17	Evaluate the marketing challenges for new brand to enter in the Indian lube market.	10	CO 3												
SECTION-D															
2Qx15M= 30 Marks															
	Answer the following questions in detail.														
Q 18	Describe the the lubricant use as per their grades in vechicles of	15	CO 3												

	<ol style="list-style-type: none"> 1. 15W40 API CI-4 uses for 2. 10W30 API SM & JASOMA uses for 3. 85W140 GL-4 uses for..... 		
Q 19	Analyse the CASA concept implemented by CASTROL INDIA and How it is different from market segments.	15	CO 4