



Name:

Enrolment No:

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2022**

**Course: POL Retailing**

**Program: MBA (Oil and Gas Marketing)**

**Course Code: OGOG7012**

**Semester: II**

**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	VI	2	CO 1
Q 3	DRUVA	2	CO 1
Q 4	DOCO	2	CO 1
Q 5	CODO	2	CO 1
Q 6	COCO	2	CO 1
Q 7	DODO	2	CO 1
Q 8	CNG	2	CO 1
Q 9	LDO	2	CO 1
Q 10	HSD	2	CO 1

**SECTION B**  
**4Qx5M= 20 Marks**

	Answer the following questions in brief		
Q11	Private Sector organization strategies focused towards particular sector. Is this strategy beneficial for PSU's also?	5	CO 1
Q12	Expand the abbreviation:  (i) APM (ii) MMSCMD (iii) PNGRB (iv) DGH (v) LNG	5	CO 2
Q13	Explain the difference between CNG Vs Gasoline retail outlets with their	5	CO 2

	operations.		
Q14	What is the difference between branded fuel and unbranded fuel?	5	CO 2
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
	<b>Answer the following questions in detail</b>		
Q 15	Explain the gap analysis of petro-retail sectors in India. Analysis should be separate for customers, employees as well as for loyalty programs.	10	CO 4
Q 16	Explain feasibility of Euro VI grade fuel launch by 1 <sup>st</sup> April 2020 in metro cities? Is the decision practical? Elaborate the impact?	10	CO 2
Q 17	Elaborate top five marketing strategies to open petroleum retail outlet in India from the perspective of organization as well as businessmen/dealers	10	CO 3
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
	<b>Answer the following questions in detail</b>  <b>CASE STUDY- IPO BY SAUDI ARAMCO</b>  Saudi Arabia's Capital Market Authority (CMA) on 18 August issued new rules allowing foreign investors to buy shares directly in initial public offerings (IPOs). The change is part of a broader aim to lower Saudi Arabia's overreliance on oil export revenue and help the government earn billions of dollars by selling some of their state-owned assets. One of these assets is the Saudi Arabian Oil Co., or Aramco, which has an estimated value of around US\$2 trillion? The government expects to earn as much as US\$100 billion by selling 5 percent of Aramco in an IPO expected to take place in 2017.		
Q 18	Analyze the above case Saudi organization facing problems due to oil pricing. Is it an encouraging step for the organization to issue the IPO like this?	15	CO 3
Q 19	Is the changes in the policy by Saudi government will increase the completion in the oil market of just a step to generate the money?	15	CO 4

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