

Name:	
Enrolment No:	

School of Business
UPES
End Semester Examination December 2023

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 is the primary difference between Futures and Spot Market?	2	CO1
Q2	Discuss Trend Analysis.	2	CO2
Q3	What is the primary difference between Fundamental and Technical Analysis?	2	CO2
Q4	How will you compare the financials of 2 companies that are operating at different scales of operations?	2	CO1
Q5	While responding to a questionnaire, you come across the following question. Identify the mistake committed in drafting the question. 1. Which of the following best describes your total annual household income? a. INR 250,000 to INR 499,999 b. INR 500,000 to INR 749,999 c. INR 750,000 to INR 999,999 d. INR 1,000,000 to INR 1,499,999	2	CO2
Q6	What is the benefit of a candlestick chart over a line 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 are the steps taken while Designing a Questionnaire?	2	CO1
Q10	What are Primary and Secondary Commodities?	2	CO1

SECTION B
4Qx5M= 20 Marks

Q11	Briefly discuss the key principles of effective questionnaire design.	5	CO2
Q12	Discuss the structure of a Research Report.	5	CO3
Q13	What is meant by the Right to refuse with reference to ethical practices in market research?	5	CO3
Q14	Differentiate between Conclusive and Analytical Research.	5	CO2

SECTION-C
3Qx10M=30 Marks

Q15	Discuss the importance of Financial Analysis.	10	CO3
Q16	Interpret the following ratios: a) Return on Equity b) Return on Assets c) Gross Margin Ratio d) Net Profit Margin e) Debt to Equity Ratio	10	CO4
Q17	Certain ethical practices in Market Research can yield actionable feedback. Discuss any 5 such ethical practices.	10	CO3

SECTION-D
2Qx15M= 30 Marks

Q18	Discuss in detail the Technical Analysis, its principles and its needs.	15	CO4
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Q19	<p>In the capacity of a technical analyst, based on the following chart, what will be your suggestion to a Crude Oil Trader in terms of entering into Long or Short Position. Justify your suggestions.</p> <p style="text-align: center;">Crude Oil Prices</p> <p style="text-align: center;">Series1 Series2 Series3 Series4</p>	15	CO4
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