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UNIVERSITY OF PETROLEUM & ENERGY STUDIES, DEHRADUN
Examination- December 2018

Program/course: MBA ET

Semester – I

Subject: UEVC-1 Oil, Gas & Renewables

Max. Marks : 100

Code : OGET 7001

Duration : 3 Hrs.

No. of page/s: 3

Notes - Attempt all Sections. Answer Strictly in chronological order. Use diagram if so required.

Section - A

Max. Marks : 25

Each carries five marks. Please write in brief. Attempt all questions.

1. Concept of Primary, Secondary and Tertiary Energy.	5	CO1
2. Comment on fundamentals of Licensing agreement in an up-stream project.	5	CO3
3. Concept of Basic of Enhance Oil recovery.	5	CO1
4. Concept of IPP & EPP in Indian retail	5	CO1
5. Role of Primary and Secondary refinery and its products .	5	CO2

Section - B

Max. Marks : 25

Each carries five marks. Attempt all questions.

6. Highlight all the important concepts of NELP. Compare the same with recent policy (HELP) announced by Government of India.	5	CO2
7. Analyze the hydrocarbon policy on petroleum retail infrastructure, renewable acreages acquired outside India.	5	CO4
8. "Pipelines are Life Lines" in today's world transportation of Energy is one of the most challenging. Compare and analyze Pipelines mode of transportation with Rail, Road transportation.	5	CO1
9. As a manager retail identify and integrate the basic needs in your retail outlet. Use that data and apply basics to increase sale in your petro pump.	5	CO4

10. Upstream rigs play important role in onshore and offshore OG production, assess different type of rigs/barges available for this purpose.	5	CO2
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Section - C

Max. Marks : 30

Each carries 10 marks. Attempt all questions.

11. Since June 2018 with crude pricing were moving upwards and dollar (1\$=67 INR) is getting stronger in the currency market, now in November 2018 (1\$=75 INR) analyze the implications in the factors (both internal and external) affecting margins of Indian refineries, subsequently impacting Petro and Diesel prices?	10	CO3+ CO4
12. Identify the reasons and Analyze them, about no growth of refineries (both new and old) in the USA from last many years ? What should be its impact on Indian and Chinese Refineries? What are the challenges ahead & how to manage them?	10	CO2+ CO3 + CO4
13. Critically evaluate the role and policies of DGH and PNGRB in current OG business in Indian scenario. (With examples from Public and private operators).	10	CO1

Section - D

Max. Marks : 20

14. Case

Petrol retail outlets in Singapore are influenced by various factors on the basis of which every petrol company decide what the marketing strategies to be implemented by it are Like: What is the international price of refined oil? The government taxation policies, the exchange rate of Singapore currency, what are the retail cost and the wholesale margin? Demography of the locality and the customer base. So the marketing mix used by the retail outlets has to focus on the government policies as well what is the price of the gasoline and petrol in the market of Singapore. Petrol retail outlets are something which are necessary for every community, so it all depend how this marketing strategy is planned and executed by selection the correct location for the petrol outlets so that it can be used by maximum number of customers. So the Singapore petrol retail outlets realizing the importance of customers need and demands are using innovative means to add value to their customers .In Singapore the petrol retail outlets strategy for price is based on the risk management because products in sold in a retail outlet so exactly similar to the product sold in the other one. It is very difficult to differentiate the product. There is no strategy of lowering or increasing the price because, petrol price are the standard price which has to be followed by all petrol pumps in a particular state. So pricing in Petrol pumps is generally a strategy of risk management, whereas the retail petrol outlets have to take risk and have to focus more on their customer service an delivery price can be effective marketing strategy for retail outlets only if it is combined with quality, service and customer retention strategy, it should be implemented properly with right strategy focusing on the strategy of the competitors and the nearby petrol retail outlets . What can be an approximate number of customer falls in that particular retail, what is the nearest locality consisting if? For example, a nearest shopping mall, nearest sports stadium, nearest housing society would be an added benefit. It has to be decided what will be the weakness of that location and what will be the benefits. The competitor strategy has to be analyzed, what are the benefits their competitor are enjoying and what are the threats which can be generated by their competitors The investors have to decide what are the insurance and the licensing cost and the taxation policy which will be implemented in those retail outlets. Every

place has its own taxation policy which has to followed by the all the shops and retail outlets. Place for the retail outlets should be such that it will be hub for maximum number of customers This planning is done on the basis of future forecast which means this retail outlet must be the hub for customer for long future. So the place for retail outlet should be such that it will have the maximum number of customers not only in present but also in future. It is necessary that the retail outlet in any locality should consider the other necessity of customers visiting the petrol outlet. A petrol retail situated near a mal doesn't have to focus more nay retail store in their outlet but if it is situated on any highway it can invest in providing retail outlets or dining services to their customers. So a particular location should be chosen only after deciding what is the customer base and the number of vehicles going by in that location.

Petrol retail outlets in Singapore follow a truly valuable promotional strategy where they amino to attract as well retain the maximum number of customers with them. They include some kind of contest or grand opening event or may be lottery giving free petrol to the winners. This help to retain the winners, and also bring in new customers.

Some retail outlets use a scheme where customers are given frequent visitors card, which offers them ascertain discount. Sometime contest winners are given an opportunity where they can actually buy the petrol at the soma epic eon the next year also. This will retain the customers a they will prefer that retail store only, even when the prices of petrol have gone up. Sometime a grand opening ceremony does half of the work, where bands and comedians are booked and they offer free merchandise during the event This becomes a memorable event for the local community, which helps in mouth –of-advertising about the new petrol retail outlet. Customer loyalty are also rewarded and this is the another strategy for retail outlets, customers are given extra points for their every visit. eg. a loyalty card is given to the customer at the grand opening event or may be first time visit ,and after fifth time they visit the retail outlet they are given free petrol. The primary product consists of gasoline, petrol and diesel. These are the main primary product that can be sold at the petrol outlet. Due to increasing number of vehicles in Singapore, petrol outlets have a huge market for its product. The outlets may sell some secondary products like gases, and other gasoline products. The main and primary product for a petrol outlet is petrol and diesel mostly. The most important thing which is of utmost priority is to keep a good stock of gasoline to the petrol outlet. Otherwise the scarcity of product may lead to the dissatisfaction among the customers. To avoid any kind of customer dissatisfaction, the outlet management should keep a good stock and should keep a good and effective relationship with the suppliers and distributors. They can follow JIT (Just in Time) strategy to keep themselves competitive and sustainable in Singapore market.

<p>a. Identify and critically evaluate the four marketing mix elements in the case and illustrate the relative importance of those comparatively and suggest means to implement such schemes for Indian conditions.</p>	<p>10</p>	<p>CO3</p>
<p>b. Highlight what interests you about Singapore marketing strategy (identify and critically evaluate one strategy that you want to adopt) and what lessons can learn be learnt from this situation.</p>	<p>10</p>	<p>CO4</p>

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Section - A

Max. Marks : 25

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1. LNG concept, its composition for transporting natural gas.	5	CO1
2. Analyze “ Pipelines are Life Lines”.(Context : Oil, Gas and Petroleum Products)	5	CO2
3. Concept of FPSO and SPM in Oil and gas production.	5	CO1
4. Analyze Hydrocarbon Policy2025 for NELP.	5	CO4
5. Concept of strategic crude reserve in India.	5	CO3

Section - B

Max. Marks : 25

Each carries five marks. Attempt all questions.

6. Shale gas “ The beginning of Unconventional Hydrocarbon”. Analyze the impact of Shale gas in USA and rest of the world , Will it changed the world energy scenario?	5	CO1+ CO3+ CO4
7. Identify GPW and Netback estimation and their integration in a refinery.	5	CO4
8. To start a new retail outlet in a city like Dehradun, identify challenges and opportunities.	5	CO3
9. Analyze the hydrocarbon policy on petroleum retail infrastructure, renewable acreages acquired outside India.	5	CO3+ CO4
10. Highlight all the important features of NELP for new OG blocks allotment. Compare and analyze the difference with recently introduced HELP by Govt. of India.	5	CO2+ CO3

Section - C

Max. Marks : 30

Each carries 10 marks. Attempt all questions.

11. Analyze the current (year 2018) “Global Natural Gas Market scenario”. (Specially HH, NBA and JCC.) and identify the basic difference with that of global oil business.	10	CO3+CO4
12. Analyze and integrate different techniques that are applied in the production of Crude Oil. The various modified steps that are involved before crude is transported to a refinery.	10	CO1+CO2
13. In June 2018 with crude pricing moving upwards and dollar is getting stronger in the currency market, analyze the implications on Indian refineries. An Indian Refinery produces following products : LPG – 6 % , Naptha – 12% , MS – 18% , ATF – 10% , Diesel- 18% , FO-20% , Asphalt&Bitumen-16%. [Price of Crude oil basket (40% crude A and 60% crude B) is \$ 69 and \$ 74 per barrel respectively. Calculate the net back estimation (GPW, GRM) per barrel. Products prices can be assumed but realistic.]	10	CO3+CO4

Section - D

Max. Marks : 20

14. Case

The oil refiners Reliance Industries and Essar Oil are to be believed , we will see their chirpy green and red fuel pumps reopen in full strength by the end of the financial year.

At its shareholder meeting last week, Reliance announced that 400 of its retail outlets are currently operational and it will re-commission the rest of its roughly 1,000 outlets by next March. Lalit Gupta, MD and CEO, Essar Oil, said in a recent investor report that 1,500 of its outlets are already up and running, from the company’s target of 5,000.

Reliance and Essar had gained considerable market share after entering fuel retailing in 2003, initially appearing to compete successfully with State-owned oil marketing companies such as IOC, BPCL and HPCL. But losses started mounting as crude oil prices surged to life-time highs and private sellers had to conform with government-regulated fuel prices.

Explain the deregulation of petroleum product in India. What strategy should Reliance Industries adopt to increase in Indian fuel retail market? (10+10)	20	CO2+CO3+CO4
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