

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course: Internet & Petroleum E-commerce	Semester: V
Program: BBA OG	Time: 03 Hours
Course code: BDSM 112	Max. Marks: 100
Instructions:	

SECTION A

		Marks	CO
Q 1	How IoT applications can help in upstream segment of oil and gas industry?	5	2
Q2	What is SCADA and how it is adding value to pipeline operators?	5	2,3
Q3	Describe the challenges associated with big data.	5	2
Q4	Analyze the strength, weakness, opportunities and threats for Indian E-commerce industry.	5	1

SECTION B

Q1	Explain the benefit of digital revolution for downstream business.	10	2,3
Q2	Analyze the cyber security vulnerabilities for the oil and gas industry.	10	2,3
Q3	How does digitalization of offshore operations reduce operation costs?	10	3
Q4	Analyze the role of CRM in driving digitalization in petroleum retail industry.	10	2

SECTION-C

Q 1	How digital improves management in oil and gas industry?	20	2
Q2	Analyze the barriers to adoption of data analytics technology in oil and gas industry.	20	3