Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, Dec 2022

Course: Advanced Petroleum Marketing | **Semester: III**

Program: MBA (Oil and Gas marketing) | **Time : 03 hrs.**

Course Code: OGOG8004 | **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	Price Cap on Russian Crude oil	**2**	**CO 1**
Q 2	Windfall Tax	**2**	**CO 1**
Q 3	Crude oil Hedging	**2**	**CO 1**
Q 4	HSE norms of Petro Retail Outlets	**2**	**CO 1**
Q 5	BIOCNG	**2**	**CO 1**
Q 6	Ethanol economy vs. Methanol economy	**2**	**CO 1**
Q 7	Blue Hydrogen vs. Green Hydrogen	**2**	**CO 1**
Q 8	HCNG	**2**	**CO 1**
Q 9	BIODISEL	**2**	**CO 1**
Q 10	RUCO	**2**	**CO 1**

SECTION B

4Qx5M= 20 Marks

	Answer the following questions in brief		
Q11	Describe the customer based Brand equity pyramid with respect to XP95.	**5**	**CO 2**
Q12	Analyze LAPSNOTE concept for JIO-BP business.	**5**	**CO 1**

Q13	Explain the difference between CNG Vs Gasoline retail outlets with their operations.	**5**	**CO 2**
Q14	Differentiate Mergers vs. Disinvestment processes in Oil & gas sector.	**5**	**CO 2**
SECTION-C **3Qx10M=30 Marks**			
	Answer the following questions in detail		
Q15	What is the objective of 3-tier sampling procedure as per Marketing Discipline Guidelines for retail outlets? What are other key features of Marketing Discipline Guidelines?	**10**	**CO 4**
Q16	Briefly explain the concept, benefits and performance of the "Pradhan Mantri Ujjwala Yojana" for LPG	**10**	**CO 3**
Q17	Explain feasibility of Euro VI grade fuel launch by 1st April 2020 in metro cities? Is the decision practical? Elaborate the impact?	**10**	**CO 2**
SECTION-D **2Qx15M= 30 Marks**			
	Answer the following questions in detail **CASE STUDY- REFERANCE OF BPCL CASE** Background of Indian Oil Industry The history of the oil sector in India dates back to the late 19th century, when oil was first struck at Digboi in Assam in 1889. In the subsequent period, till the 1960s, oil exploration and production activities were largely confined to the North-Eastern region. The daily crude oil production then averaged 5,000 barrels per day. The discovery of the Cambay onshore basin (in 1958) and the Bombay offshore basin (in 1974) enhanced the production to the current level of 0.7 million barrels per day (mbd). New oil refining capacities were added in the late 1950s-early 1960s by international oil companies such as Shell, Caltex, and Esso. Refineries were also set up by the Government in the 1960s. Although the exploration and production activities were dominantly under Government control, the nationalization of entire petroleum sector was initiated after the oil crisis of 1970s and completed on October 14, 1981. As a result, the international oil companies withdrew from India. Following nationalization, controls were imposed by the Government on the pricing and distribution of crude oil and petroleum products in India. However the following changes in government policy were witnessed in the Indian oil sector: Year 1998-99 • De-regulation of refineries. • Refining sector removed from Administered Pricing Mechanism (APM) regime. • All products except Gasoline, Gas oil, ATF, LPG and Kerosene decontrolled • Private companies allowed to import crude oil Year 2000 • Foreign Direct Investment (FDI) in refining sector increased from 49% to 100%. • Stand-		

	alone refining companies aligned with existing integrated refining and marketing companies. Year 2001-02 • Oil Co-ordination Committee dismantled with effect from April 1, 2002. • Dues of Oil companies under Oil Pool Accounts settled on provisional basis. • Majority of products made freely tradable. • Pricing of all products except LPG and Kerosene decontrolled. 126 • Pipeline transportation tariff decontrolled from April 1, 2002. Year 2003-04 • Import of Gasoline, HSD and ATF allowed to companies having marketing rights. • Phased reduction in subsidies for LPG and Kerosene. • FDI in Marketing, E&P and Pipelines increased to 100% subject to certain approvals from the government. • Marketing rights granted to private sector entities for marketing of transportation fuels through their own retail network. …………………………………………………………………………		
Q18	Analysis the BPCL case and describe the parameters with respect to proposed disinvestment processes.	**15**	**CO 3**
Q19	Describe the automation operations implemented by BPCL before dynamic pricing. How the brand equity with improve through automation.	**15**	**CO 4**