

Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2023

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 brief	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
SECTION-C 3Qx10M=30 Marks			
	Answer the following questions in detail		
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 st 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
SECTION-D 2Qx15M= 30 Marks			
	Answer the following questions in detail CASE STUDY- IPO BY SAUDI ARAMCO 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