



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2024

Course: Oil/Gas Sales & Distribution
Program: BBA (Oil and Gas Marketing)
Course Code: OGOG1003

Semester: II
Time : 03 hrs.
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	Niche Marketing	2	CO 1
Q 2	Umbrella Marketing	2	CO 1
Q 3	Direct Channel	2	CO 1
Q 4	Indirect Channel	2	CO 1
Q 5	B2B	2	CO 1
Q 6	B2C	2	CO 1
Q 7	4P	2	CO 1
Q 8	PLC	2	CO 1
Q 9	Vertical Extension	2	CO 1
Q 10	Horizontal Extension	2	CO 1

SECTION B
4Qx5M= 20 Marks

	Answer the following questions in brief		
Q11	What is the difference between branded fuel and unbranded fuel?	5	CO 1
Q12	Explain the value chain of crude oil.	5	CO 2
Q13	Mention ten organizations of Petroleum sector and their present RETAIL projects in India.	5	CO 2
Q14	Fill in the blanks with the punch lines of organization's names.	5	CO 1

	1. Its Liquid Engineering..... 2. Pure for Sure 3. The Energy of India..... 4. Delivering Happiness..... 5. Together, anything is possible.....		
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SECTION-C
3Qx10M=30 Marks

	Answer the following questions in detail		
Q 15	Describe the production process chart which will be helpful for Sales & Distribution business.	10	CO 2
Q 16	Explain the Business Communication Channels in marketing.	10	CO 2
Q 17	Describe the Channel Management concepts for petroleum business with examples.	10	CO 3

SECTION-D
2Qx15M= 30 Marks

	Answer the following questions in detail		
Q 18	Analyze the current scenario of IOCL distribution channel. Do the SWOT analysis for their channel expansion criteria.	15	CO 3
Q 19	Describe the PESTAL Analysis in detail. Apply the PESTAL analysis for development of forward channel in downstream sector.	15	CO 3