


Name:	 UNIVERSITY OF TOMORROW
Enrolment No:	

**UPES**  
**End Semester Examination, December 2024**

**Course: Petro Retail Management and Development**  
**Program: BBA OG**  
**Course Code: OGOG2006**

**Semester: III**  
**Time : 03 hrs.**  
**Max. Marks: 100**

**Instructions: Write precise and brief answers**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	<i>Choose the correct option</i>		
1 (i)	Till recently, petrol prices were completely under government control and regulation and companies were compelled to keep same prices under which pricing regime?	2	CO3
1 (ii)	Under _____ pricing regime, prices in retail side are set by market forces of demand and supply.	2	CO3
1 (iii)	Under which, is the RO owned by company fully? A) COCO B) CODO C) DODO D) DOCO	2	CO4
1 (iv)	In _____ the refiner owns the site, but an independent dealer operates it.	2	CO4
1 (v)	In _____ the landowner provides the land and makes the entire investment, and the landowner also operates the business.	2	CO3
1(vi)	_____ are structured marketing efforts that reward, and therefore encourage, loyal buying behavior which is potentially of benefit to the firm.	2	CO3 and 4
1 (vii)	Instant and free online enrolment and Turn your fuel spending into savings (0.4% savings on all transactions) are the features of IOCL's XTRAREWARDS. (True or False)	2	CO4
1 (viii)	Quality and Quantity are the tests that requires customers paying for them. (True or False)	2	CO3
1 (ix)	Retail network planning includes planning the layout of retail outlets. (True or Fales)	2	CO2
1 (x)	_____ indicates major variations at the end of raw material supplier due to variations at the demand side.	2	CO1

**SECTION B**  
**4Qx5M= 20 Marks**

	<i>Answer the following questions (approx. 50 words)</i>		
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2. (A)	Identity and explain in your words, what pricing mechanisms can be used by a lubricant retailer in the following conditions: a) Is a new entrant in the market b) Is selling a high-quality synthetic lubricant	5	CO2
2 (B)	What pricing mechanisms can be used by a lubricant retailer in the following conditions: a) Prices are adjusted based on fluctuations in oil prices, demand, and competition b) Broad range of lubricants, including industrial and automotive oils, in general.	5	CO2
2 (C)	Explain the facilities available at an RO.	5	CO3
2 (D)	Write True/False against each statement as applicable: A) Study of Consumer behavior is crucial for both Customer and Marketer. B) Cost-plus pricing is the simplest and most common pricing method. C) GST is charged on the fuel prices. D) XTRAPOWER-Fleet Card has the facility of 24/7 Recharge Options. E) Mobil became brand name for lubricants, is an example of National Brand.	5	CO2, 3 and 4
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
	<i>Answer the following questions</i>		
3.1	Giving an example, explain the elements of a brand that you will consider while building your own brand in lubricant market. Design a loyalty program for your own lubricant brand.	10	CO2
3.2	What are the complaint mechanisms available to a customer if he/she feels cheated at an RO?	10	CO3
3.3	Explain the retail value chain in the OG sector.	10	CO4
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
	<b><u>Study the following case and answer the questions that follow:</u></b>		
Q 4.1	Explain the strategic integration in supply chain and also explain forward and backward integration in retail supply chain of oil.	15	CO3 and 4
Q 4.2-	While explaining the advanced planning and scheduling software, describe the role of technology in the oil retail supply chain.	15	CO3 and 4