

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination – December- 2021

Program: MBA Oil & GAS
Subject/Course: Advance Petroleum Marketing
Course Code: OGOG 8004 P

Semester: III
Max. Marks: 100
Duration : 3 Hours

SECTION- A

Each Question will carry 2 Marks

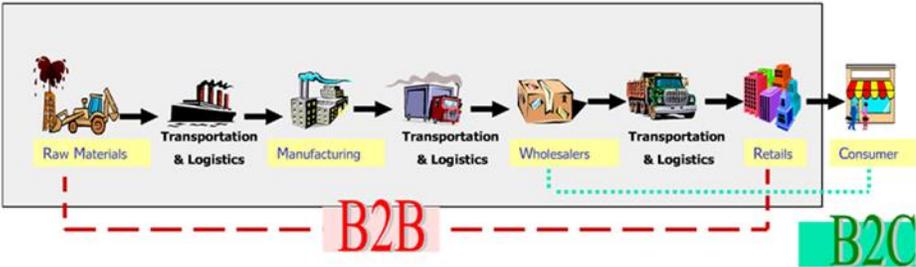
S.No.	Question	
Q.1	<p>MCQs:</p> <ol style="list-style-type: none">1. Pricing designed to have a positive psychological impact termed as: Premium pricing Predatory pricing Psychological pricing Dynamic pricing2. The science of friction, lubrication and wear is called Indology Geology Tribology Morphology	CO1
Q.2	<p>Define the application of following products:</p> <ol style="list-style-type: none">1. Quenching Oil2. Transformer Oil.....	CO1
Q.3	<p>MCQs:</p> <ol style="list-style-type: none">1. Which company has the largest network of Lubricant distribution network in India? HPCL Castrol Shell IOCL	CO1

	<p>2. What id full form of DLP</p> <p>Dealer loyalty price Dealer landed price Dealer laying price None of the above</p>	
Q.4	_____ is a location where goods and services are exchanged	CO1
Q.5	In _____, the price set by the monopolist to discourage economic entry into a market.	CO1
Q.6	A _____ involves the use of a successful brand name to launch new or modified products in a new category.	CO1
Q.7	We define a _____ as anything that can offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need.	CO1
Q.8	_____ is the practice of keeping the price of a product or service artificially high in order to encourage favorable perceptions among buyers, based solely on the price.	CO1
Q.9	<p>MCQs:</p> <p>1. The model that calculates the cost of producing the product and adding on a percentage profit to that price as selling price is known as: Limit Pricing Model Cost plus model Market oriented pricing Skimming</p> <p>2. What is the full form of SAE? Society of Aviation Engineers Society of Automobile Engineers Society of Aeronautical Engineers Society of Automotive Engineers</p>	CO1
Q.10	<p>MCQs:</p> <p>1. Aggressive pricing intended to drive out competitors from a market termed as. Premium pricing Predatory pricing Psychological pricing Dynamic pricing</p> <p>2. Setting a price based upon analysis and research compiled from the target market is termed as</p>	CO1

	Limit Pricing Model Cost plus model Market oriented pricing Skimming	
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SECTION- B

Each Question will carry 5 Marks

Q.1	Differensiate between Bi Fuel Vs Duo Fuel based vehicle's with their Knowhow.	CO2
Q.2	What is CASA concept implemented by CASTROL INDIA and How it is different from other lubricant promoting companies?	CO2
Q.3	How the Brand extension strategy will be beneficial for TOTAL in After Market sector in India (Brief Description)?	CO2
Q.4	 <p>Find out the influencers from above figure for lube business in both segments and describe the role of Lube Business Development Manager to create the Brand.</p>	CO2

SECTION- C

Each Question will carry 10 Marks

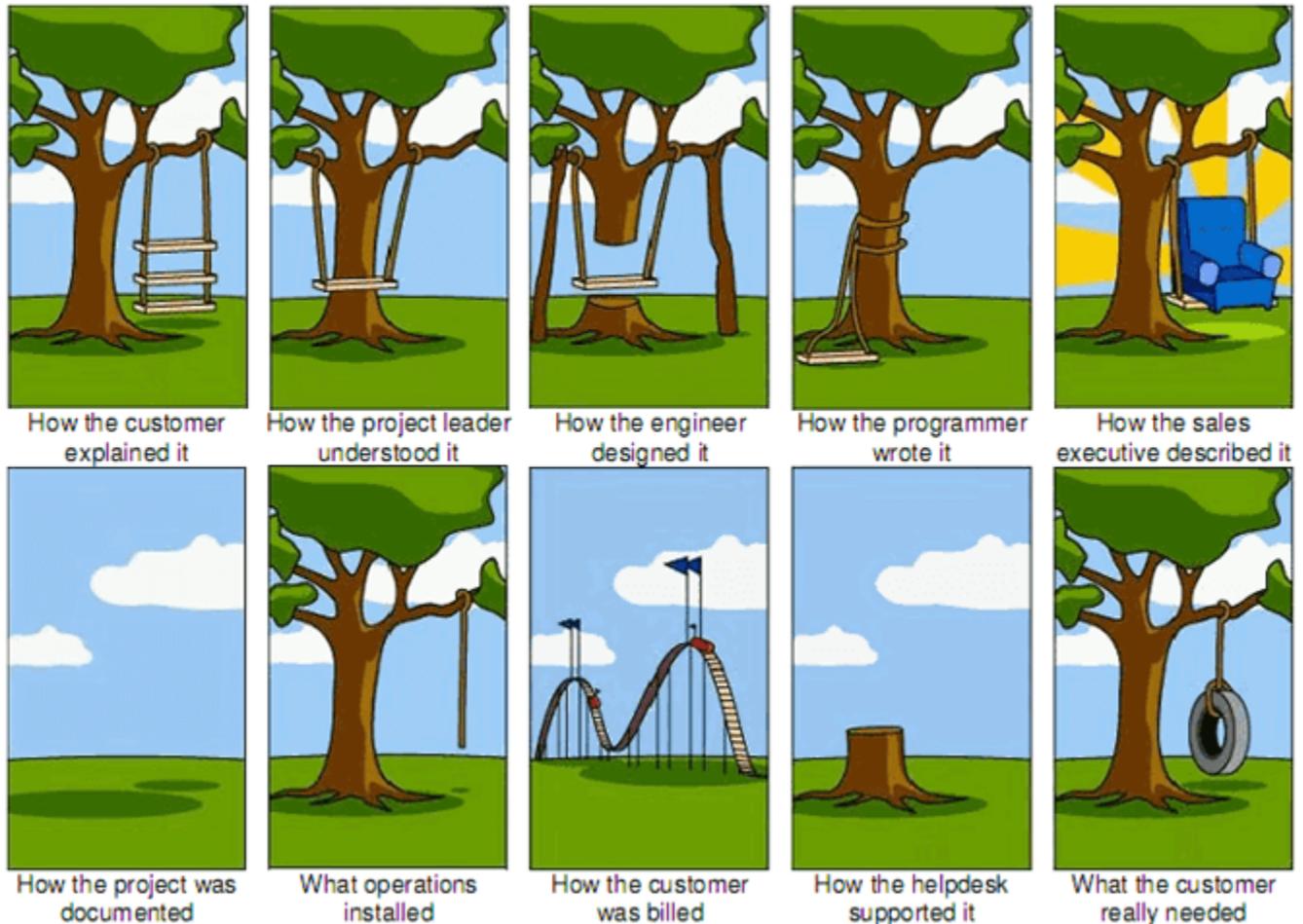
Attempt any 3 out of 4

Case Study: The Cost of Poor Communication

No one knows exactly how much poor communication costs business, industry and government each year, but estimates suggest billions. In fact, a recent estimate claims that the cost in the U.S. alone is close to \$4 billion annually! Poorly-worded or inefficient emails, careless reading or listening to instructions, documents that go unread due to poor design, hastily presenting inaccurate information, sloppy proofreading — all of these examples result in inevitable costs.

The problem is that these costs are not usually included on the corporate balance sheet at the end of each year, so often the problem remains unsolved.

You may have seen the Project Management Tree Cartoon before; it has been used and adapted widely to illustrate the perils of poor communication during a project.



Project Management Tree Swing Cartoon.

The waste caused by imprecisely worded regulations or instructions, confusing emails, long-winded memos, ambiguously written contracts, and other examples of poor communication is not as easily identified as the losses caused by a bridge collapse or a flood. However, the losses are just as real—in reduced productivity, inefficiency, and lost business. In more personal terms, the losses are measured in wasted time, work, money, and ultimately, professional recognition. In extreme cases, losses can be measured in property damage, injuries, and even deaths.

The following “case studies” show how poor communications can have real world costs and consequences. For example, consider the “Comma Quirk” in the Rogers Contract that cost \$2 million.^[3] A small error in spelling a company name cost £8.8 million.^[4] Examine Tufte’s discussion of the failed PowerPoint presentation that attempted to prevent the Columbia Space Shuttle disaster.^[5] The failure of project managers and engineers to communicate effectively

resulted in the deadly Hyatt Regency walkway collapse.^[6] The case studies below offer a few more examples that might be less extreme, but much more common.

Q.1	Define the rhetorical situation: Who is communicating to whom about what, how, and why? What was the goal of the communication in each case?	CO3
Q.2	Identify the communication error (poor task or audience analysis? Use of inappropriate language or style? Poor organization or formatting of information? Other?)	CO3
Q.3	Explain what costs/losses were incur by this problem.	CO3
Q.4	Identify possible solutions or strategies that would have prevented the problem and analysis the benefits would be derive from implementing solutions or preventing the problem.	CO3

SECTION- D

Each Question will carry 15 Marks

<u>CASE STUDY- IPO OF SAUDI ARAMCO</u>	
<p>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).</p> <p>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 <u>US\$100 billion</u> by selling 5 percent of Aramco in an IPO expected to take place in 2017.</p> <p>State-owned oil company Saudi Aramco said on Sunday it had exercised its “greenshoe option” to sell an additional 450 million shares, raising the size of its initial public offering (IPO) to a record \$29.4 billion.</p> <p>Aramco initially raised a \$25.6 billion, which was itself a record level, in its December IPO by selling 3 billion shares at 32 riyals (\$8.53) a share. However, it had indicated it could sell additional shares through the over-allotment of shares.</p> <p>Aramco shares were flat at 35 riyals shortly after the market opened, according to Refinitiv data.</p>	

	<p>A greenshoe option, or over-allotment, allows companies to issue more shares in an IPO when there is greater demand from participants in the initial offer. Investors were allocated the additional shares during book building, Aramco said.</p> <p>“No additional shares are being offered into the market today and the stabilizing manager will not hold any shares in the company as a result of exercise of the over-allotment option,” Aramco said.</p> <p>Aramco shares have been volatile amid heightened tensions between the United States and Iran, which lies across the Gulf from Saudi Arabia.</p> <p>Aramco shares fell to 34 riyals on Jan. 8, it is lowest since trading began on Dec. 11, but closed at 35 riyals on Thursday.</p> <p>Thursday’s closing price valued Aramco at \$1.87 trillion, above the IPO price but below Crown Prince Mohammed bin Salman’s coveted \$2 trillion target for the IPO.</p>	
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Q.1	Saudi Aramco’s financial performance has suffered because of drop in oil prices. Is it an encouraging step for the organization to issue the IPO like this? Substantiate your answer with valid reasoning.	CO4
Q.2	Are you in agreement with Saudi Arabia government disinvestment initiative of Saudi Aramco? Analyze the problem keeping the current global market dynamics in mind and suggest the way forward.	CO4