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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2018

Program: MBA OG	Semester – II
Subject (Course):PoL Retailing	Max. Marks : 100
Course Code : OGOG7004	Duration : 3 Hrs
No. of page/s:3	

Instructions: Provide only details/information relevant to the subject and question asked, please avoid providing information, which is not relevant to the question asked. Attempt all questions in Section A, Section B & Section D. In Section C, attempt any three questions.

Section A:
(Maximum Marks – 20)

- 1) Write expanded form of : (2 marks each)
 - a) ASTM
 - b) TPP
 - c) DBTL

- 2) Write True/False against each statement as applicable: (1 mark each)
 - a) Study of Consumer behaviour is crucial for both Customer and Marketer.
 - b) Cost-plus pricing is the simplest and most common pricing method.
 - c) One liter of LPG, on vaporizing at one atmosphere pressure will expand to approximately six hundred liters.
 - d) As per Dealer Selection Guidelines for PSUs for SC/ST locations, Finance is not an eligibility criteria.

- 3) Choose the most appropriate choice from the four given choices: (2 marks each)
 - a) Customer's bargaining power is growing because i) of "Jago Grahak Jago" campaign, ii) customer has many choices, iii) customer is the king and iv) Government encourages customer to file complaint.

- b) Auto Ignition temperature of which Auto fuel is lowest i) CNG, ii) LPG, iii) Petrol and iv) diesel.
- 4) Fill in the blanks appropriately: (2 marks each)
- a) First Indian Refinery at Digboi was set up in the year_____.
- b) All investments in major facilities at 'A' site ROs are made by _____.
- c) Brand Name of Indian Oil Corporation Lubricants is_____.

Section B:

(Maximum Marks – 20)

Answer all questions (each question carries 4 marks)

- 5) What are the benefits of branding to any company?
- 6) How Primary and Secondary research enable marketer to understand their consumers?
- 7) Getting out of the car and coming in contact with the fuel nozzle, while fuelling is going on, can cause fire. Why? What precautions/actions should be taken to avoid the possibility of such fire?
- 8) Write brief note on classification of automotive lubricants.
- 9) What are challenges for POL pricing in India?

Section C:

(Maximum Marks – 30)

Answer **any three questions** in this section (each question carries 10 marks)

- 10) Briefly explain the Tank Truck decantation procedure at a retail outlet, including drawl of samples (6 marks). What safety precautions should be taken during the decantation process? (4 marks)
- 11) What is the objective of 3-tier sampling procedure as per Marketing Discipline Guidelines for retail outlets? (4 marks) What are other key features of Marketing Discipline Guidelines? (6 marks)
- 12) Briefly explain the concept, benefits and performance of the “Pradhan Mantri Ujjwala Yojana” for LPG.
- 13) Write a note on increasing role of electricity in Road Transport Sector. (7 marks) How increased penetration of electric vehicles will impact global oil sector? (3 marks)

Section D:
(Maximum Marks – 30)

- 14) Calculate amount of CO₂ produced for 100 KM running by a diesel car. Assume density of diesel is 830 grams/litre, car mileage is 18 KM/litre of diesel and empirical formula for diesel is C₁₅H₃₀. (10 marks)
- 15) In a city, there are two trading areas and three Oil Marketing Companies (OMCs) namely IOC, BPC and HPC. All three oil companies are considering setting up of one new retail outlets (RO) in the city. The relevant details are given below: (20 marks)

Trading Area (TA)	Cost of setting up new RO in TA (Rs Lac)	Before setting up new ROs in the Trading Area			After setting up new ROs (after 1 year)	
		Total sales of all ROs (KL/month)	No of existing ROs			Total sales of all ROs in TA (KL/month)
			IOC	BPC	HPC	
A	200	700	4	2	1	760
B	60	200	2	-	2	240

Assume sale of each RO in a trading area (TA) remain same (before setting up new RO in TA, as well as after the setting up new ROs in that TA after 1 year). Assume budget allocation under retail business head available with IOC, BPC and HPC is Rs 260 Lac, Rs 200 Lac and Rs 220 Lac respectively. Also assume that all above data is readily available with all the three oil companies. Time for setting up new RO is one year. Based on the above information, answer the following questions:

- What is the estimated average per pump throughput in trading area “B” after setting up one new RO? (4 marks)
- What are your general comment on the type of Trading Area “A” & “B” (4 marks)
- List all possible options available with IOC to set up one or more ROs in one or both Trading Areas. (4 marks)
- If each OMC decide to set up one new RO in the City, what would be your advice to BPC for setting up, one new RO? Justify your answer. (8 marks)

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