



End Semester Examination: May, 2018
Program/Course: BBA (Oil & Gas Marketing)
Subject: Lubricant Marketing
Code: BDSM 103
No. of pages: 3

Semester: IV
Max. Marks: 100
Duration: 3 Hrs.

Section-A

Q.1. Write short notes on / Complete the following (2 x 10 = 20)

- (i) _____ is defined as the force resisting motion when two contacting surfaces are moved with respect to each other.
- (ii) Lubricants are generally composed of a majority of _____ and a minority of _____ to impart desirable characteristics.
- (iii) Greases are examples of _____ .
- (iv) Viscosity is ...
- (v) _____ is a method of applying a numerical value to indicate to what degree the viscosity of an oil will change with fluctuations in its temperature.
- (vi) Gasoline engine oils and diesel engine oils are under the category of _____ lubricants.
- (vii) Worldwide the _____ region has emerged as the leading market for lubricants.
- (viii) India is the _____ largest in terms of volumes for lubricants.
- (ix) API SH is a _____ specification.
- (x) In API CI-4, "C" stands for _____ .

Section-B
(Attempt any 4)

(4 x 5 = 20)

- Q.2. Discuss the factors on which viscosity is dependent.
- Q.3. Differentiate between Absolute Viscosity and Kinematic Viscosity.
- Q.4. Discuss how additives ensure oxidation stability.
- Q.5. Discuss "lubricant compatibility".
- Q.6. What is an "equivalent chart"?

Section-C

(Attempt any 2)

(15 x 2= 30)

- Q.7. Summarize the following for the Indian lubricants industry
- (a) segmentation **(5)**
 - (b) automotive and industrial potential **(5)**
 - (c) value growth **(5)**
- Q.8. For a Marketing Executive in Lubricants industry discuss the job description in terms of:
- (a) primary function **(5)**
 - (b) work performed **(10)**
- Q.9. For reports that Marketing Executives have to prepare discuss the following:
- (a) importance of preparing the reports **(5)**
 - (b) discuss the following reports along with format – daily call report & credit investigation report **(10)**

Section-D

(15 x 2 = 30)

Q.10. **Caselet**

TOTAL OIL TO LAUNCH MOTORCYCLE LUBRICANT DEVELOPED AT INDIA

FACILITY

French oil and gas player Total Oil will soon be launching an India-developed and manufactured motorcycle lubricant in the country. The new lubricant, to be named the 'Hi-Perf' series, has been developed at the company's Technical Centre for Asia-Pacific (TCAP) in Mahape, Navi Mumbai. The lubricant will be launched later this year. The TCAP in India is one of only two such facilities the company has in the world, the other being in France. Total Oil India Pvt Ltd aims to increase the development and output of the TCAP in the next 5 years.

Speaking about the goal of increased output from the research and development (R&D) here, TCAP MD Franck Eydoux said that currently the facility carries out around 20 per cent of the company's total research into lubricants, fuels, fuel additives, and special fluids (solvents). This includes the development of lubricants using local components, developing new customized formulations, and improving the performance of existing lubricants.

"We will increase the output to 25 per cent in the next five years. We have a team of 30 researchers at the moment, which we will increase to 60 over the same period," he told OVERDRIVE. Total's technical centre in France has a strength of 220 researchers at the moment.

For the launch of the motorcycle lubricant discuss how the company should carry out the following:

- (a) marketing strategies (7.5)
- (b) brand building (7.5)
- (c) pricing (7.5)
- (d) building customer relationships (7.5)