

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

Course: POL Retailing
Programme: MBA (Oil & Gas)
Subject Code : OGOG 7004

Semester: II
Max. Marks: 100
Time: 03 hrs

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

SECTION A

20 marks

S. No.		Marks	CO
Q 1	Please state true or false or fill up the blanks or write full expanded form as the case may be	16	
	a) Cost-plus pricing is the simplest and most common pricing method.	1	CO1
	b) Study of Consumer behaviour is crucial for both _____ and _____.	2	CO1
	c) All investments in major facilities at 'A' site ROs are made by _____.	2	CO2
	d) In retail outlet dealer selection process for PSUs, there is no minimum education qualification for _____ category.	2	CO2
	e) Write expanded form of PESO.	2	CO2
	f) Underground storage tanks at retail outlets are NOT physically calibrated for volume measurement.	1	CO2
	g) Butane vapors are lighter than Propane vapors.	1	CO3
	h) Refueling time for filling Auto LPG is higher as compared to filling CNG.	1	CO4
	i) Write expanded form of BLEVE.	2	CO4
	j) HSD pricing in India is now Market Determined Pricing.	1	CO5
	k) Delivery of Electric Cars is getting delayed because of rising Electric Battery costs in the global market.	1	CO6
Q 2	Choose the most appropriate choice from the four given choices	4	
	a) Retail Outlet situated on National Highway in city with population above 4 lakhs as per 2011 census will be classified as i) A class market, ii) B class market, iii) C class market or iv) D class market.	2	CO2

	b) In dealer's selection process for PSUs in India, for which category, finance is not an eligibility criteria i) Physically Handicapped person, ii) Outstanding Sports person, iii) SC/ST person or iv) Freedom Fighter.	2	CO2
SECTION B 20Marks			
Answer any five questions from this section			
Q 3	What is the concept of Consumer Buying Behaviour for the marketer?	4	CO1
Q 4	How priority is given to land owners during the selection process for selection of retail outlet dealer by PSU oil companies in India? Analyze it.	4	CO2
Q 5	Analyze why Retail Outlet dealer should retain Tank Lorry receipt samples and what are the guidelines for retention of Tank Lorry receipt samples?	4	CO2
Q 6	How "Pradhan Mantri Ujjwala Yojana" for LPG has helped in increasing LPG coverage in India? Explain the application of 'PMUY' for common citizens.	4	CO4
Q 7	What are major challenges for POL Pricing in India? Critically Evaluate.	4	CO5
Q 8	What is business structure of e-commerce? What is role of service provider?	4	CO6
SECTION-C 30 Marks			
Q 9	You have joined a new FMCG retail company as its CEO. You find sale of one major product is almost stagnant, although the product quality is very good and product is well accepted by the consumers. Apply steps you will take to develop the brand image for that product?	10	CO1
Q10	You are travelling with your family for a long distance journey. You need to top up your car's fuel tank. The Retail Outlet on route has option for self service by customers. What procedure you will follow including safety precautions for taking fuel in your car under self service option? If Petrol filling in a portable container is allowed in a self service retail outlet, what safety precautions will you take for filling Petrol in a portable container? Analyze .	10	CO2
Q 11	Critically evaluate the importance of lubricants for Petroleum Retail business. What is viscosity and viscosity index of a lubricant?	10	CO4
SECTION-D 30Marks			
Q 12	Calculate ratio of air required over CNG vapors by volume, for use of CNG in a gas stove at NTP. Assume volumetric composition of CNG is 90 % Methane (CH ₄) & 10 % Ethane (C ₂ H ₆). Further assume 10 % extra air is supplied to ensure complete burning of CNG. (Air contains 21 % Oxygen by volume. Atomic Weight C=12, H=1, O=16).	12	CO3

<p>Q13</p>	<p>Daily sales (from 10 AM to 10 AM of next day) of a retail outlet dealer vary from 4 to 6 KL for MS and from 3 to 4 KL for HSD. Storage capacity is 2x15 KL for MS and 1x20 KL for HSD. Dead stock for 15 and 20 KL tanks is 600 litres and 1000 litres respectively. Operating hours are 6 AM to 10 PM. 50 % of daily sales take place during 4 peak hours (8AM to 10 AM and 6 PM to 8 PM). Balance 50 % sales takes place during balance 12 hours. Assume hourly sales during peak hours and non-peak hours is same. Supplies are made from the supply depot in 12KL loads. Supply can be received at the retail outlet, any time between 12 noon to 8 PM. Indent for supply is to be placed 1 day before the date of supply (2 days before date of supply for Mix load of 6 KL MS & 6 KL HSD). Supply depot is closed on Sundays.</p> <p>MS and HSD stocks, inclusive of dead stocks are 20 KL for MS and 10 KL for HSD at 10 AM on Wednesday.</p> <p>Based on above data, evaluate, apply the data and answer the following questions:</p> <p>a) What is delivery window for MS (earliest and latest time), when dealer can receive full MS load, if sales remain at minimum level?</p> <p>b) How does delivery window changes in a) above, if sales remain at maximum level?</p> <p>c) By what day of the week, dealer should place indent for the mix load to rule out any possibility of dry out, if sales can vary anywhere between minimum and maximum level?</p>	<p>18</p>	<p>CO3</p>
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SECTION A **20 Marks**

S. No.		Marks	CO
Q 1	Please state true or false or fill up the blanks or write full expanded form as the case may be	16	
	l) In India, even after lot of development and reforms, the share of organized retail sector, is much lower than unorganized retail sector.	1	CO1
	m) Cost-plus pricing is simplest and common pricing method, but it has two flaws, _____, _____.	2	CO1
	n) For retail outlets classification of markets, State Highway and National Highway when passing through 'A' and 'B' class of Market _____.	2	CO2
	o) As per PESO rules, Canopy height in retail outlets should be _____meters to _____ meters.	2	CO2
	p) Write expanded form of IRC.	2	CO2
	q) For development of new Retail Outlet, location selection is the most important criteria.	1	CO2
	r) Petrol vapors are lighter than air and hence will go up in the atmosphere	1	CO3
	s) 'Lower flammability limit' for CNG is lower than 'lower flammability limit' for LPG.	1	CO4
	t) Write expanded form of ARAI (authorized Govt Agencies for LPG Kit).	2	CO4
	u) Petrol retail selling price in India is now revised on daily basis.	1	CO5
	v) As per BP outlook, by the year 2040, due to very low operating cost of electric cars, expected % share of electric cars in auto vehicles global fleet will be double as compared to % share of CNG vehicles.	1	CO6
Q 2	Choose the most appropriate choice from the four given choices	4	
	c) You visit a self service facility retail outlet for taking petrol in your car. To avoid any possibility of fire due to the discharge of static electricity from your body you should i) remain seated in the car and request your co passenger to refuel your car, ii) wear rubber sole shoes and wear rubber hand gloves to avoid any static electricity discharge from your body, iii) before going near the	2	CO2

	dispensing nozzle, first open the fuel tank cap of your car and touch the metal portion near the fuel tank cap, iv) after coming out of the car, first touch some metallic structure away from the dispensing unit.							
	d) As per Market Discipline Guidelines followed by PSU oil companies, non provision of clean toilet facility is a i) critical irregularity, ii) major irregularity, iii) minor irregularity and iv) minor irregularity but heavy penalty is levied.	2	CO2					
SECTION B 20 Marks								
Answer any five questions from this section								
Q 3	What are the benefits of branding to any marketing company? Analyze it.	4	CO1					
Q 4	What are two critical factors of paramount importance for unmanned petrol stations? Analyze it.	4	CO2					
Q 5	What is concept of “Corpus Fund Scheme” in retail outlet dealer’s selection process followed by PSUs. For which category, this concept is applicable?	4	CO2					
Q 6	What is BLEVE and critically evaluate the BLEVE related danger associated with LPG?	4	CO4					
Q 7	Critically analyze the impact of central and state government taxes on the retail selling price of petrol and diesel?	4	CO5					
Q 8	Critically evaluate, why expected annual % growth in global energy demand for transport sector will be much lower as compared to the expected annual % growth in demand of global transport sector services?	4	CO6					
SECTION-C 30 Marks								
Q 9	What is the concept of consumer behavior? Analyze and evaluate, how study of consumer behavior can guide in deciding marketing strategies of a marketer?	10	CO1					
Q10	As manager of a retail outlet, list all activities/steps taken by you for decantation of petrol and diesel from the tank lorry (mixed load) received at your retail outlet? Highlight, all safety precautions taken by you and actions taken for tank lorry sample.	10	CO2					
Q 11	What are important properties of automotive lubricants? Analyze, why total global sales of automotive lubricants are not growing?	10	CO4					
SECTION-D 30 Marks								
Q 12	Calculate amount of CO ₂ produced for 100 KM running by a car using diesel. Assume density of diesel 825 grams/litre, car mileage 15 KM/litre, empirical formula for diesel C ₁₅ H ₃₀ . (Atomic weight C=12, H=1, O=16).	10	CO3					
Q13	For a trading area, RO-wise yearly HSD sales data is given below (figures in KLs):	20	CO3					
	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>Dealer</td> <td>A</td> <td>B</td> <td>C</td> <td>D</td> <td>E</td> <td>F</td> </tr> </table>			Dealer	A	B	C	D
Dealer	A	B	C	D	E	F		

Year/OMC	BPC	HPC	IOC	IOC	IOC	BPC
2015-16	3000	3700	3450	3600	3800	3050
2016-17	2850	3500	3400	3450	3750	2950
2017-18	3100	4200	3900	3850	4050	3500

Local Government has invited bids for auction of new HSD RO site (for 7th RO), in the same trading area. Based on the above, evaluate, apply the data and answer the following questions:

- a) What was Industry “annual per pump through put” (PPT) during 2015-16? (2 marks)
- b) During the Year 2016-17, which OMC had lowest average PPT and which OMC had highest average highest PPT. Write these PPT values (4 marks)
- c) Which OMC incurred highest loss of sales during 2016-17 as compared to 2015-16? What is HSD % loss of this OMC. (4 marks)
- d) Which dealer achieved lowest growth and which dealer achieved highest growth during the two year period from 2015-16 to 2017-18? Write their % Growth (4 marks)
- e) Which OMC in your opinion is likely to gain maximum benefit, if that company wins the bid? Please explain your rationale? (6 marks)