

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, Dec. 2020

Course: Advance Petroleum & Marketing	Semester: III
Program: MBA OG	Time 03 hrs.
Course Code: OGOG 8004	Max. Marks: 100

SECTION A

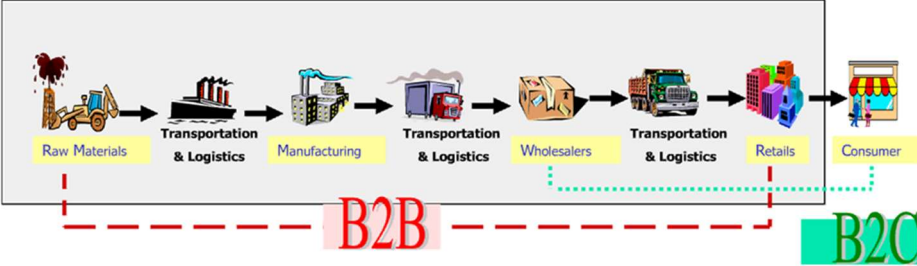
1. Each Question will carry 5 Marks
2. Instruction: Complete the statement / Select the correct answer(s)

S. No.	Question	CO				
Q 1	Fill In the Blanks: a. The main composition of biogas is _____ b. _____ is a business model that works by offering a product or service free of charge (typically digital offerings such as software, content, games, web services or other) while charging a premium for advanced features, functionality, or related products and services. c. Important properties of lubricants are _____ d. _____ is the measure of a fluid's internal resistance to flow. e. What is the full form of SAE _____	CO1				
Q2	Match the followings: <table style="width: 100%; border: none;"> <tr> <td style="text-align: center;">STOCK MARKETS</td> <td style="text-align: center;">COUNTRY</td> </tr> <tr> <td style="vertical-align: top;"> 1. Hang Seng 2. Nikkei 3. Strait Times 4. NASDAQ 5. Shenzhen </td> <td style="vertical-align: top;"> a. USA b. China c. Japan d. Singapore e. Hong Kong </td> </tr> </table>	STOCK MARKETS	COUNTRY	1. Hang Seng 2. Nikkei 3. Strait Times 4. NASDAQ 5. Shenzhen	a. USA b. China c. Japan d. Singapore e. Hong Kong	CO2
STOCK MARKETS	COUNTRY					
1. Hang Seng 2. Nikkei 3. Strait Times 4. NASDAQ 5. Shenzhen	a. USA b. China c. Japan d. Singapore e. Hong Kong					
Q3	MCQs: 1. The term "coal oil" normally denotes a. Kerosene b. Gasoline c. Furnace oil d. none of these 2. India allows 100% foreign direct investment in the setting of LNG terminals a. TRUE b. FALSE c. Misleading d. Can't Say 3. What is the average efficiency of a typical commercial solar cell? a. 30% b. 20% c. 15% d. 35% 4. What are flexible fuel vehicles?	CO2				

	<ul style="list-style-type: none"> a. Vehicles running with a fuel containing 50% methanol b. Vehicles running with a fuel containing 60% methanol c. Vehicles running with a fuel containing up to 85% ethanol d. Vehicles running with a fuel containing up to 25% ethanol <p>5. Most Common fuel used on ships is</p> <ul style="list-style-type: none"> a. IFO 180 b. MDO c. IFO 380 d. MGO 	
Q4	<p>MCQs:</p> <ol style="list-style-type: none"> 1. Which is the longest gas pipeline in India? Kakinada–Hyderabad–Uran–Ahmedabad Dabhol–Bangalore Hazira–Vijaipur–Jagdishpur–GREP–Dahej–Vijaipur Mehsana – Bathinda 2. The full form of NYMEX is New York Mercantile Exchange New York Multi-product Exchange New York Mineral Exchange New York Merchant Exchange 3. "You have bought Satyam Call strike price Rs. 240 at a premium of Rs.25. Lot size is 1,200. What is your profit (+) or loss (-) if you sell the Call at Rs 40?" Rs.19000 Rs.17000 Rs.18000 None of these 4. _____ requires the earth’s gravity to generate electricity. Wind plant Natural gas plant Tidal Plant Hydropower plant 5. Which of the following oil futures is not trade on the Multi Commodity Exchange of India? Brent Crude Furnace oil Bombay High crude Oil None of these 	CO2
Q5	<p>Fill In the Blanks:</p> <ol style="list-style-type: none"> 1. The most abundantly available fossil fuel in India is _____ 2. OTC derivatives are considered risky because _____. 3. In an options contract, the option lies with the _____. 4. Natural gas takes liquid shape at _____ 5. CGD sector in India is regulated by _____ 	CO3
Q6	<p>TRUE OR FALSE:</p> <ol style="list-style-type: none"> 1. Iran is one of the major LNG exporters of the world. 2. LNG is stored in the cargo tanks under normal atmospheric pressure. 3. India allows 100% foreign direct investment in the setting of LNG terminals. 4. Methane is heavier than air. 5. Term contracts for sale/purchase of crude oil are of long duration, and for supplies of cargoes, they are for more than a year. 	CO3

SECTION B

1. Each question will carry 10 marks
2. Instruction: Write short / brief notes

Q 7	Elaborate top five marketing strategies to open petroleum retail outlet in India from the perspective of organization as well as businessmen/dealers.	CO2
Q 8	 <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
Q 9	How the Brand extension strategy will be beneficial for TOTAL in After Market sector in India (Brief Description).	CO4
Q 10	What is CASA concept implemented by CASTROL INDIA and How it is different from above two market segments.	CO3
Q 11	<p>Analyze the followings Petroleum sector organization's with examples:</p> <ol style="list-style-type: none"> a. Integrated Oil & Gas organizations. b. Independent Oil& Gas organizations. c. Oil service organizations. d. Oil equipment manufacture companies. 	CO3

Section C

1. Each Question carries 20 Marks.
2. Instruction: Write long answer.

Q12	<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).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 2020.</p> <ol style="list-style-type: none"> A. As per above case Saudi organization facing problems due to oil pricing. Is it an encouraging step for the organization to issue the IPO like this? B. The changes in the policy by Saudi government will increase the completion in the oil market or just a step to generate the money. 	CO4
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