

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

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

Course: Understanding Oil and Gas Business Program: BBA OG Course code: OGOG 1001	Semester I Time: 03 Hours Max. Marks: 100
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Instructions: Please answer all the sections

SECTION A

		Marks	CO
Q 1	Statement of question: <i>Please select one or more right answer</i>	5x3=15	CO
	a. HPCL stands for: <ol style="list-style-type: none"> 1. Hindustan Petroleum Corporation Ltd 2. It is a PSU 3. It is NOC of India 4. All of the above. 		CO2
	b. Energy Scarcity is related to: <ol style="list-style-type: none"> 1. Low availability of Energy Resource 2. High demand of Energy Products 3. Large population with high needs of energy 4. All of the above. 		CO3
	c. APM stands for: <ol style="list-style-type: none"> 1. Administration of Petrochemical Management 2. Looks after the needs of the wealthy only. 3. India lends money for development of the poor. 4. None of the above. 		CO3
	d. GAIL : <ol style="list-style-type: none"> 1. It is the Short form of Gas Authority India limited 2. It is a Public Sector Undertaking 3. It is involved in Gas Transportation in India 4. None of the above. 		CO4
	e. Invoice Price of Crude oil is given by:		

	<p>2. Which Country is the largest exporter of LNG to India? Explain the mechanism of Calculation of Domestic Price of Natural Gas in India.</p> <p>3. What do you think is the disadvantage of Fossil fuels in matters of ecological pollution? What steps would you suggest to be taken to reduce pollution, increase conservation of Petroleum and products , and increase profitability.</p>		<p>CO2</p> <p>CO4</p>
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SECTION-D

Q	<p>Statement of question: <u>Please read the case and answer the questions:</u></p>	15+15=30	CO
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	<p><u>Reliance Success Factors:</u></p> <p><u>Employing the Best in business and emphasis on Training</u></p> <p>Reliance had to dangle the carrot of an extremely attractive remuneration package to the best talent available in BPCL, IOC and HPCL.</p> <p>Top managers of PSUs were offered salaries and perks that were almost five times the salaries these managers earned in PSUs. The best brains that existed in PSUs today occupy all top positions in Reliance.</p> <p>Reliance also decided that middle-level and junior level positions would have to be filled by the managers outside the oil industry. So the RIL headhunters went out to recruit the best junior and middle-level officers of HLL, Shell India, Telco and other similarly successful companies.</p> <p>Reliance spent a fortune on training its people. It is this basic philosophy of Reliance which puts premium on recruiting, training and retaining outstanding talent, that is key to Reliance' success.</p> <p>The training function is taken so seriously that no petrol station attendant, called the 'driveway salesman,' joins a station without undergoing a formal and extensive training from the master trainers.</p> <p><u>Meticulous Planning</u></p> <p>The think-tank of Reliance knew that high speed diesel was the most dominant fuel accounting for roughly 40 per cent of all petroleum business in India. The company commissioned an exhaustive study of the sales pattern across all high selling trading areas in India.</p> <p>It then identified the most attractive trading areas which put together accounted for more than 60 per cent of HSD sales. Having identified the trading area by way of known statistics</p>		
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gathered from PSU and revalidating them by carrying out first hand survey, Reliance identified the markets, it wanted to dominate.

New Approach . Domestic Market

Identifying markets is one thing and putting a plan to dominate the market is quite another. Reliance realised that the biggest obstacle to its success was the high cost of land in the biggest diesel markets.

Reliance's research showed that the truck drivers were the key decision makers in choosing the station for buying diesel. It also realised that if the truck drivers could be won over, then the battle was half over already! Reliance then decided to build what it calls the 'Truck Stops,' which would cater to the needs to the truck drivers and make them loyal to these stations.

In all Reliance has more than 1,200 stations operating in the country and each station is a part of well laid-out strategy. There is no station without a solid, financially viable game plan. Each station is supposed to have a payback period of not more than 4-5 years.

Cutting edge technology

Reliance has invested in multi-product dispensers that dispense fuel and its managers can monitor each transaction. It has invested in auto tank-gauging equipment at all stations so that an alarm goes off at the supply location, thousands of miles away, if the station's stock goes below the minimum desired level.

It has introduced fibre-reinforced-plastic (FRP) tanks to ensure longer life of the storage tanks and also to ensure that there is no leakage that could lead to an environmental hazard

Q1: Compare two points of Meticulous Planning and New approach with the use of Examples , and give your opinion on which one is more effective.(15)

Q2: How do you think “Cutting Edge Technology” is important for gaining success in gaining customer trust and satisfaction and , product image , and profitability.(15)

CO3

CO4