

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2019**

**Course: Internet And Petroleum E-commerce**

**Semester: VI**

**Programme: BBA OG**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A**

S. No.	Attempt all the questions	Marks	CO
Q 1	What is customer lifetime value? How it is calculated?	5	1
Q2	What is a value discipline?	5	1
Q3	Describe the steps involve in creating complete customer profile.	5	1
Q4	How IoT applications can help in downstream segment of oil and gas industry?	5	2,3

**SECTION B**

Q 1	Explain the concept of customer knowledge.	10	1
Q2	What is cross selling? Describe the strategies adopted by companies to promote it.	10	1,2
Q3	Explain the benefit of data analytics for midstream business.	10	2,3
Q4	Analyze the importance of CRM in petroleum sector. Also, describe the CRM initiatives adopted by private companies in Indian petroleum retail market.	10	2,3

**SECTION-C**

Q 1	Read the case study and answer the below provided questions.	40	1,2,3
A	What is blockchain technology, and how it can be used in organizations and industries to create value?	10	
B	Is blockchain technology a disruptive platform?	10	
C	How did the Deutsche Bank managers lay the foundations for commercializing blockchain? What key decisions did they make?	10	
D	How should Deutsche Bank move ahead to start creating value from blockchain? Which key issues should it consider?	10	

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2019**

**Course: Internet And Petroleum E-commerce**

**Semester: VI**

**Programme: BBA OG**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A**

S. No.	Attempt all the questions	Marks	CO
Q 1	What is customer lifetime value? How it is calculated?	5	1
Q2	What is a value discipline?	5	1
Q3	Describe the steps involve in creating complete customer profile.	5	1
Q4	How IoT applications can help in upstream segment of oil and gas industry?	5	2,3

**SECTION B**

Q 1	Explain the concept of customer knowledge.	10	1
Q2	What is Retention? Describe the advantages of it for the company.	10	1
Q3	Analyze the importance of CRM in petroleum sector. Also, describe the CRM initiatives adopted by PSUs companies in Indian petroleum retail market.	10	2,3
Q4	Explain the benefit of data analytics for midstream business.	10	2,3

**SECTION-C**

Q 1	Read the case study and answer the below provided questions.	40	1,2,3
A	Describe and discuss blockchain and distributed ledger technology and the importance of exploring its application potential.	10	
B	Reflect on the impact of blockchain technology on oil and gas business models that are based on trust and information systems.	10	
C	How did the Deutsche Bank managers commercial blockchain? What key decisions did they make?	10	
D	What are key issues should Deutsche Bank consider to create value from blockchain?	10	