



**End Semester Examination: May, 2017**  
**Program/Course: BBA (Oil & Gas Marketing)**  
**Subject: Lubricant Marketing**  
**Code: BDSM 103**  
**No. of pages: 2**

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

**Section-A**

**Q.1. Complete the following / Choose correct option**

**(2 x 10 = 20)**

- (i) Lubrication is...
- (ii) The solid lubricants separate two moving surfaces under \_\_\_\_\_ conditions.
- (iii) In graphite there are \_\_\_\_\_ bonds in the layer.
- (iv) \_\_\_\_\_ are the most important semi-solid lubricants.
- (v) API stands for \_\_\_\_\_.
- (vi) Approved oils are...
- (vii) A structural shift—from \_\_\_\_\_ to \_\_\_\_\_ growth—is underway in India's lubricants industry.
- (viii) API CJ-4 is a specification introduced in \_\_\_\_\_.
- (ix) In industrial lubes purchasing the products are \_\_\_\_\_.
- (x) Marketing Executives spend majority of their time in the \_\_\_\_\_.

**Section-B**  
**(Attempt any 4)**

**(4 x 5 = 20)**

Q.2. Summarize the conditions under which boundary lubrication is applicable.

Q.3. Summarize the characteristics of mineral oils.

Q.4. Summarize the broad categories of industrial oils.

Q.5. Discuss the regulatory changes announced by the Government of India in 1993.

Q.6. Lubricants must successfully complete what four tests to achieve API performance levels?

**Section-C**  
**(Attempt any 2)**

**(15 x 2= 30)**

- Q.7. (a) Discuss the Indian lubricant market. **(7.5)**  
(b) Discuss the automotive lubricants industry by categories & user segments. **(7.5)**
- Q.8. For a Marketing Executive discuss the following:  
(a) importance of reports **(7.5)**  
(b) 5 types of reports to be prepared **(7.5)**
- Q.9. Discuss lubes marketing - industrial vs retail in detail. **(15)**

**Section-D**

**(15 x 2 = 30)**

**Q.10. Caselet**

**Hi Tech Lubricants**

Hi Tech Lubricants, is a very successful American premium producer of lubricants in their native region, would like to further increase their revenue and profit. The product range ranges from lubricants in the automotive sector (e.g. motor and gear oil) to industrial applications (e.g. heavy-duty oils).

According to preliminary examinations, further growth potentials in the American core market are rather limited. Thus Hi Tech Lubricants would like to investigate options to internationalize in the passenger car business – also outside the premium segment which is given priority.

Therefore your consulting firm was instructed to elaborate a market entry strategy for the Indian market.

Based on the above propose the strategy to focus on the:

- (a) products to launch **(7.5)**
- (b) distribution channels **(7.5)**
- (c) pricing **(7.5)**
- (d) promotion **(7.5)**