

<b>Name:</b>	 <b>UPES</b> UNIVERSITY WITH A PURPOSE
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, Dec.2022**

**Course : Petro Retail Management & Development**  
**Program: BBA OG**  
**Course Code: OGOG 2006**

**Semester: I**  
**Time 03 hrs.**  
**Max. Marks: 100**

**SECTION A**

**Each Question will carry 2 Marks**

**Instruction: Complete the statement / Select the correct answer(s)**

S. No.	DESCRIBE THE FOLLOWING WITH RESPECT TO PETROLEUM INDUSTRY	CO
Q 1	COCO	CO1
Q2	DODO	CO2
Q3	CODO	CO2
Q4	DOCO	CO2
Q5	XP95	CO3
Q6	POWER 99	CO3
Q7	SPEED	CO2
Q8	API	CO2
Q9	PESO	CO1
Q10	HSE	CO3

**SECTION B**

**Each question will carry 5 marks**

**Instruction: Write short / brief notes**

Q 11	Explain the difference between B2B and B2C business with respect to petroleum business with examples	CO2
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Q 12	Explain the Niche marketing concept related to petroleum organizations.	CO2
Q 13	Write True/False against each statement as applicable: a) Study of Consumer behavior is crucial for both Customer and Marketer. b) Cost-plus pricing is the simplest and most common pricing method. c) One liter of LPG, on vaporizing at one atmosphere pressure will expand to approximately six hundred liters. d) As per Dealer Selection Guidelines for PSUs for SC/ST locations, Finance is not an eligibility criterion.	CO3
Q 14	Describe Reasons of declining the oil prices and their impact on Petro Retail Sector of India.	CO3

**Section C**

**Each Question carries 10 Marks.**

**Instruction: Write long answer.**

Q 15	Explain feasibility of Euro VI grade fuel launch by 1 <sup>st</sup> April 2020 in metro cities? Is the decision practical? Elaborate the impact?	CO4
Q16	Describe the role of automation for Supply chain management at retail outlet. Is it beneficial of crosschecking the contamination?	CO3
Q17	What is the objective of the 3-tier sampling procedure as per Marketing Discipline Guidelines for retail outlets? What are other key features of Marketing Discipline Guidelines?	CO2

**Section D**

**Each Question carries 15 Marks.**

**Instruction: Write long answer.**

	<p><b>Answer the following questions in detail</b></p> <p><b>CASE- STUDY</b></p> <p>Petrol, diesel prices to change every day from May 1, trial run in five cities. From May 1, petrol and diesel prices will change every day in sync with international rates, much as if it happens in most advanced markets. State-owned fuel retailers Indian Oil Corp (IOC), Bharat Petroleum Corp Ltd (BPCL) and Hindustan Petroleum Corp Ltd (HPCL), which own more than 95% of nearly the 58,000 petrol pumps in the country, will launch a pilot for daily price revision in five select cities from May 1 and gradually extend it across the country. Petroleum minister Dharmendra Pradhan indicated that the government has encouraged market-based pricing of fuels. “From political to economic diplomacy, energy sector of India has gained international recognition by efficient implementation of initiatives,” he said. Pradhan however made it clear that the government will not force a decision for daily revision of fuel prices. “Every day change in pricing of petroleum products is a recommendation of experts. The government has nothing to do with it. “Ultimately, we will be driving towards market linked rates on a daily basis at all pumps across the country,” IOC chairman B Ashok told PTI. A pilot for daily revision of petrol and diesel price will be first implemented in Puducherry, Vizag in Andhra Pradesh, Udaipur in Rajasthan, Jamshedpur in Jharkhand and Chandigarh, he said. State fuel retailers currently revise rates on the 1st and 16th of every month based on average international price of fuel in the preceding fortnight and currency exchange rate. Instead of using fortnightly average, pump rates will reflect daily movement in international oil prices and rupeeUS dollar fluctuations. It is technically possible to change rates daily but we have to first do a pilot. Once pilot is done and its implications studied, we will extend it to other parts of the country,” he said. While Ashok said the pilot is to be “launched within one</p>	CO4
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month” and did not give a specific date, industry sources said the pilot is planned to be launched on May 1. Daily price change will remove the big leaps in rates that need to be effected at the end of the fortnight and consumer will be more aligned to market dynamics. While petrol price was freed from government control in June 2010, diesel rates were deregulated in October 2014. Technically, oil companies have freedom to revise rates but often they have been guided by political considerations. Rates differ by only a few paise between pumps of the three state fuel retailers. Unbranded petrol at IOC pumps in Delhi costs Rs 66.29 per liter, while the same at BPCL pumps in the city is priced at Rs 66.37 a liter. HPCL pumps sell for Rs 66.48 per liter. Unbranded diesel at IOC pumps in Delhi costs Rs 55.61, Rs 55.66 at BPCL outlets and Rs 55.69 a liter at HPCL pumps. With daily changes, which are unlikely to be more than a few paise per liter, the political pressures for not revising rates particularly when they are to be hiked will go, sources said. Rs 3.77 a liter last revised petrol price downward on April 1 and diesel rates were cut by Rs 2.91. This was the first revision in two-and-half-months, as oil firms did not change prices during assembly elections in five states, including Uttar Pradesh and Punjab. Ashok said prices of petrol and diesel in a particular market (city or town) would be the same.

Q18. Analyze the strategy work with respect to Oil & Gas transportation and storage of petroleum-finished products.

Q19. Evaluate and critically analyze the PSUs of Indian petroleum sector get the benefits and how they will coordinate with their pricing through their Refinery business.