**Subject:** Oil and Gas Sales and Marketing

**Maximum Time Allowed:** 3 hours

**Instructions**: Do not write on any part of the exam paper. All rough work should be done in your answer booklet. All questions carry equal marks. You are required to answer only FOUR questions.

Question 1

Evaluate the gas to oil linkage in natural gas pricing; explaining the netback market value of gas (NbMV) in detail. [25]

Question 2

Give an account on ‘upstream activities’ that can be identified under the integrated liquefied natural Gas (LNG) project. [25]

Question 3

Discuss broadly the determinants of crude oil prices. Support your discussion with appropriate examples or scenarios. [25]

Question 4

The natural gas industry has seen significant growth since the 1960s. Write an essay describing this growth, including factors causing such growth. [25]

Question 5

Motor fuel can be brought to market through franchisors and distributors. In this regard;

a. Discuss the nature of this type of franchising arrangement. [10]

b. Examine three (3) benefits of franchising to the franchisee. [15]

Question 6

Give an account on the use and marketing of lubricants. Discuss customer purchasing decision drivers affecting the marketing and sale of lubricants. [25]