

# DNYANSAGAR INSTITUTE OF MANAGEMENT AND RESEARCH

# DNYANSAGAR INSTITUTE OF MANAGEMENT & RESEARCH CONCURRENT EVALUATION MRA H. SEMISTER IV

MBA-II - SEMISTER IV

MARKETING SPECIALISATION

SUBJECT: MARKETING TO EMERGING MARKETS & BOTTOM OF THE PYRAMID
(414)

Faculty Name: Prof. Dr. Manisha Jagtap

# **Important Instructions:**

The subject is evaluated on the basis of three components

Component No	Component	Marks	Submission Instructions	Submission Date
			Name your file as:	16 <sup>th</sup> July
	Create A Quiz		MEMBOPC1CQ < Student Full	2022
			Name>	
1		50	File Format: MS Excel	
			Send it on mailid:	
			drmanishajagtapdimr@gmail.com	
	Written Home	50	Write on Assignment Sheets and	21st July
2			MS Word and submit	2022
	Assignment		1VIS VVOIG and Submit	





# DNYANSAGAR INSTITUTE OF MANAGEMENT AND RESEARCH

Component No	Create A Quiz	Submission Date :
1	orease ir Quin	16 <sup>th</sup> July 2022

- 1. Students are required to create a quiz for all the 5 units of Marketing to Emerging Markets & Bottom of the Pyramid
- 2. For each unit students need to draft 10 multiple choice questions, do use theory and practical oriented questions.
- 3. Excel sheet has to be created with the columns shown below. One excel sheet for all 50 questions.

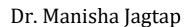
Q. NO	Question Text	Option 1 (A)	Option 2 (B)	Option 3 (C)	Option 4 (D)	Answer Key	Unit No. & Topic Title	Name of the Source Book Referred & Page number	Other sources referred and link of the source

### **Submission Instructions:**

Name your file as: MEMBOPC1CQ < Student Full Name>

File Format: MS Excel

Send it on mailid: drmanishajagtapdimr@gmail.com



www.dimr.edu.in



#### DNYANSAGAR INSTITUTE OF MANAGEMENT AND RESEARCH

<b>Component No</b>	Written Home Assignment	Submission Date :
2	, and a sould be a sou	21st July 2022

#### **Instructions:**

- 1. All questions are compulsory and need to be hand written in Assignment sheets and the report in MS Word
- 2. Submit the assignment in person or courier it to institute's address
- 3. Refer text books
- Q1. Are Emerging Markets the Next Developed Markets?
- Q2. a. Differentiate between emerging markets and BOP markets.
  - b. C.K. Prahalad's 12 Principle
- Q3. What are the key behavioral dimensions that must be considered while planning rural distribution strategy? Explain with respect to:
- (a) Economy range of detergents
- (b) Cold drinks
- Q4. The recent trends of Indian MNCs engaging NGO network and women groups in rural marketing of FMCG products-Discuss
- Q5. Looking at the profile of the rural consumers in India today, what are the key challenges posed for Indian marketers in the rural market segments? Discuss with reference to a consumer durable product of your choice.
- Q6.A student hails from a small town of Maharashtra and has completed his Bachelor's degree and is planning to peruse his further education in Pune. (**Report in MS WORD**)

Identify his needs (online course, offline course, hostel, etc), design a marketing strategy and campaign for any one of the need. You can make your assumptions.(share the campaign done)

Submit in MS Word with maximum 3000 words. Hard copy and soft copy of report is expected to be mailed to drmanishajagtapdimr@gmail.com
Also have a power point presentation ready.

#### REFER BOOKS

The Fortune at the Bottom of the Pyramid, Prahalad, C.K., Pearson –Singapore.We are like that only, Bijapurkar, R. (2007), New Delhi: Penguin Portfolio.