

**DNYANSAGAR INSTITUTE OF MANAGEMENT & RESEARCH**

**CONCURRENT EVALUATION**

**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

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

**DIMR**

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

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**

**DIMR**

<b>Component No</b>	Written Home Assignment	<b>Submission Date :</b>
2		<b>21<sup>st</sup> July 2022</b>

**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 pursue 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](mailto: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.