



DNYANSAGAR INSTITUTE OF MANAGEMENT AND RESEARCH

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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 two components

Component No	Components	Marks	Submission Instructions	Submission Date
1	Situation Analysis	50	Name your file as : MEMBOPC1SA < Student FullName> File Format: MS Word & Powerpoint Hard copy & send it on mailid: drmanishajagtapdimr@gmail.com	15th March 2025
2	Written Home Assignment	50	Write on Assignment Sheets	15th March 2025

Note: Please follow the given instructions and ensure the completion of assignments within the specified deadlines.

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Component No	Situation Analysis	Submission Date :
1		15 th March 2025

Submission Instructions:

Name your file as: **MEMBOPC1CQ < Student Full Name>**

File Format: **MS Word & Powerpoint Presentation**

Hard Copy & also send it on mailid: **drmanishajagtapdimr@gmail.com**

Note: Copied PPT would be marked zero and no resubmission would be allowed

Situation 1: Understanding Emerging Markets

Instructions:

- Conduct research on emerging markets and select one specific country of interest.
- Analyze the economic, social, and political factors influencing the market.
- Identify the unique characteristics and challenges of marketing to this particular emerging market.
- Develop a comprehensive marketing strategy tailored to the target market, considering factors such as pricing, distribution, promotion, and product adaptation.
- Present your findings and strategy in a PPT, including supporting data and references.

Situation 2: Reaching the Bottom of the Pyramid

Instructions:

- Research the concept of the Bottom of the Pyramid (BOP) market segment and its significance in business.
- Select a specific product or service that could cater to the BOP segment.
- Analyze the purchasing power, needs, and preferences of the BOP segment for the chosen product/service.
- Develop a marketing plan that addresses the challenges and opportunities of targeting the BOP segment, including pricing, distribution, communication, and product/service design.
- Present your marketing plan in a concise and visually appealing manner, highlighting the unique strategies employed to reach the BOP segment effectively.

Situation 3: Sustainable Marketing in Emerging Markets

Instructions:

- Explore the concept of sustainable marketing and its relevance in emerging markets.
- Select an emerging market and identify environmental and social challenges faced by businesses operating in that market.
- Develop a sustainable marketing strategy that promotes responsible practices, addresses environmental and social issues, and creates a positive impact on the target market.
- Present your strategy in a visually engaging manner, including innovative ideas, implementation plans, and potential outcomes.

- Provide a reflection on the potential benefits and challenges of implementing sustainable marketing practices in emerging markets.

Situation 4: Market Entry Strategy for Emerging Markets

Instructions:

- Choose a multinational company interested in expanding its presence in an emerging market of your choice.
- Conduct a market analysis, including factors like market size, growth potential, competition, and consumer behavior.
- Develop a market entry strategy for the chosen company, considering factors such as entry mode, market positioning, distribution channels, and promotional tactics.
- Present your market entry strategy in a comprehensive report, including supporting research, financial projections, and risk assessment.
- Provide recommendations for the company based on your analysis and strategy.

Situation 5: Marketing Innovation in Emerging Markets

Instructions:

- Research and identify a successful marketing innovation in an emerging market.
- Analyze the factors that contributed to the success of the marketing innovation, such as market needs, competitive landscape, and consumer behavior.
- Evaluate the impact of the marketing innovation on the company's market position, brand image, and customer loyalty.
- Discuss the challenges faced during the implementation of the marketing innovation and how they were overcome.
- Propose a marketing innovation for a different product or service in the same emerging market, considering the lessons learned from the successful case study.
- Develop a comprehensive marketing plan for the proposed marketing innovation, including target market analysis, positioning, marketing mix strategies, and implementation steps.
- Present your findings and marketing plan in a visually appealing manner, using charts, graphs, and other visual aids to enhance clarity and understanding.

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Component No	Written Home Assignment	Submission Date :
2		15th March 2025

Instructions:

- 1. All questions are compulsory and need to be hand written in Assignment sheets.**
- 2. Refer text books**

Q1. How can a company effectively adapt its product or service to cater to the unique needs and preferences of consumers in an emerging market? 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. Is today's background of higher oil prices, rising rates and a strong dollar bad news for emerging markets?

Q7. How internationalized are emerging market firms? What are the obstacles to export development and internationalization? What is the role of emerging market MNCs in the global economy?

Q8. Can emerging economies continue to drive the global economy? How does the changing global context affect the outlook for emerging economies? What are key opportunities and challenges for emerging economies in the years ahead (from 2023)?

Q9. Why do multinational firms consider engaging in business in less advanced economies? What adjustments are necessary to established business practices? How are emerging markets influenced by the presence of Western enterprises?

Q10. How do emerging markets differ from established market economies? What development strategies have generated growth and internationalization? Why is the development of institutions so important? How do the specific business conditions impact on the strategies and operations of local businesses?

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.

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