

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Business Backlog Examination, June 2023 [Programme: MBA] [Semester: IV] [Batch:]				
Course Title: MBMK6012		Max Marks: 100		
Course Code: Bottom of Pyramid Marketing		Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	Explain some common characteristics of the BOP market with suitable examples.	K2	CO1	5
2.	Outline how businesses can effectively target the BOP market and define their target segments based on specific criteria.	K2	CO2	5
3.	Identify the BOP solutions to be adapted and applied to developed markets, and discuss the challenges businesses may face in doing so.	K2	CO2	5
SECTION-B (40 Marks)		10 Marks each		
4.	Outline the some of the potential benefits for the private sector in targeting the BOP market with suitable examples.	K2	CO1	10
5.	Illustrate the philosophy behind developing products and services for the BOP market across the world.	K3	CO2	10
6.	Identify the 4As of rural marketing and explain how they can be applied in the context of rural marketing in India.	K3	CO3	10
7.	Develop an effective positioning strategy for a product targeting the Indian rural market, taking into account the unique characteristics and needs of this segment. OR Analyze the distribution channel strategy for reaching the rural market in India, considering the specific challenges and opportunities associated with this segment.	K3/4	CO4	10
SECTION-C (45 Marks)		15 Marks each		
8.	Analyze the buyer decision process of a product of your choice in the context of urban poor market in India with suitable examples.	K4	CO3	15
9.	Examine the significance and methodologies of conducting consumer research specifically targeted towards the rural market in India, emphasizing the insights gained and their implications for developing effective marketing strategies.	K4	CO4	15
10	Assess the effectiveness and challenges associated with marketing communication strategies aimed at the rural market in India, highlighting the key elements to consider in order to successfully engage and influence rural consumers. OR Evaluate the potential future trends and opportunities in rural marketing in India, considering the evolving consumer behaviors, technological advancements, and socioeconomic changes that may shape the landscape of rural markets in the coming years.	K5	CO5	15