Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **18MS3040** | **Duration :** | **3hrs** |
| **Sub. Name :** | **MARKETING TO BASE OF PYRAMID CONSUMERS** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Define the bottom of a pyramid called? | CO1 | 10 |
| b. | What makes up the base of the pyramid? | CO1 | 10 |
| (OR) | | | | |
| 2. | a. | List and explain Bottom of the Pyramid Characteristics. | CO1 | 10 |
| b. | Explain the business strategies to penetrate a BoP market? | CO1 | 10 |
|  | | | | |
| 3. |  | Summarize the opportunities & challenges to penetrate in Bottom of the Pyramid market? | CO2 | 20 |
| (OR) | | | | |
| 4. |  | The corporate says that the poor cannot afford and have no use for the products and services sold in developed markets. Discuss. | CO2 | 20 |
|  | | | | |
| 5. | a. | Are the BOP market Brand-Conscious? Explain | CO2 | 10 |
| b. | Write about the Philosophy behind developing Products and Services for the BOP. | CO2 | 10 |
| (OR) | | | | |
| 6. |  | How does Microfinance support in development of Bottom of the Pyramid consumers and market? | CO3 | 20 |
|  | | | | |
| 7. |  | Elaborate Marketer’s Mindset is a Key to Develop Bottom of The Pyramid Market. | CO3 | 20 |
| (OR) | | | | |
| 8. |  | Illustrate the ethical concerns at the bottom of the pyramid: Where CSR meets BoP. | CO3 | 20 |
|  | | | | |
|  | | **Compulsory**: |  |  |
| 9. |  | The bottom of the pyramid is not important to the long-term viability of our business. The corporate says that we can leave Tier 4 to governments and nonprofits. Is it a true statement, discuss. | CO2 | 20 |