



**AJEENKYA**  
**D Y PATIL UNIVERSITY**

---

**End Term Examinations (April / May 2019)**

**School: SOM**

**Program: MBA BIS**

**Course: Business Strategies for The Bottom of the Pyramid**

**Course Code: MGT 693**

**Semester: IV**

**Max Marks: 25**

**Duration (mins): 90**

---

Answer any 5 questions

1. The task of converting the poor into consumers is one of market development. Explain
2. What are the difficulties of entering BOP markets?
3. What are the lessons MNC s have learnt operating at the Bottom of the Pyramid?
4. List and explain the key attributes of Digitization Index. How are countries classified based on Digitization levels?
5. How does the Power of Dominant Logic create traps that can sabotage efforts of MNC s to capture the full set of opportunities in emerging markets?
6. Explain what C.K. Prahalad means by the “morphing of the pyramid into a diamond”.

**\*\*\*\*\*ALL THE BEST\*\*\*\*\***