



# ZIMBABWE EZEKIEL GUTI UNIVERSITY

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## FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

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### DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

### EXAMINATION PAPER

<b>COURSE CODE</b>	:	CMA201
<b>COURSE TITLE</b>	:	PRODUCT & MARKET DEVELOPMENT
<b>DURATION</b>	:	3 Hours
<b>LEVEL</b>	:	2.1
<b>DATE</b>	:	23 September 2020 (1400-1700 hrs)

#### INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets [ ]

1. Discuss the various sources of ideas for new Product Development. **[Total 25 marks]**
  
2. With reference to a product of your own choice discuss the ethical issues surrounding its development. **[Total 25 marks]**
  
3. Evaluate the factors that lead to the failure of new products. **[Total 25 marks]**
  
4. Making use of examples, outline the key adoption influencing characteristics of a new product. **[Total 25 marks]**
  
5. a) Identify the various product levels and assess their implications to a marketer. **[10 marks]**  
b) Explain the implications of the characteristics of the Product Life Cycle stages to a business that is trying to manage their products. **[15 marks]**  
**[Total 25 marks]**

**\*\*\*END OF PAPER\*\*\***