



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA201
COURSE TITLE : PRODUCT AND MARKET DEVELOPMENT
DURATION : 3 Hours
DATE : 29 May 2019

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 []

Question 1

Discuss the various sources of ideas for New Product Development.

(Total 25 marks)

Question 2

(a) Identify product levels and their implications to a marketer.

(10 marks)

(b) What do characteristics of the Product Life Cycle stages mean to a business that is trying to manage their products?

(15 marks)

(Total 25 marks)

Question 3

Write brief notes on the following concepts.

(a) Specialty products

(5 marks)

(b) Controlled test marketing

(5 marks)

(c) Idea screening

(5 marks)

(d) Total sales

(5 marks)

(e) Early majority

(5 marks)

(Total 25 marks)

Question 4

What are the key adoption influencing characteristics of a new product? **(Total 25 marks).**

Question 5

With reference to a product of your own choice, discuss the ethical issues in its development strategies.

(Total 25 marks)

END OF PAPER