



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA201
COURSE TITLE : PRODUCT & MARKET DEVELOPMENT
SPECIAL REQUIREMENTS :
DURATION : 3 Hours
LEVEL : 2.1
DATE : 13 NOV 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 []

1. With reference to a product of your own choice clearly outline the consumer adoption process. **[Total 25 marks]**

2. a) Giving examples, identify the various categories of new products. **[10 marks]**
b) How would a business prolong the life of its product before it goes into decline? **[15 marks]**
[Total 25 marks]

3. "The new product development process should be on-going, involving everyone in the whole company." Comment. **[Total 25 marks]**

4. a) What makes up supplementary contributions? **[10 marks]**
b) Competitors often do not easily divulge their ideas, so how may firms source new product ideas from their competitors? **[15 marks]**
[Total 25 marks]

5. Critically examine the relevance of the stage gates in New Product Development. **[Total 25 marks]**

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