



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF MARKETING

EXAMINATION PAPER

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

Printed.

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer **ANY FOUR** questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

Question 1

- (a) Discuss the differences between the following product levels, core product, actual product, and augmented product. **(15 marks)**
- (b) Describe the type of products bought and sold in business to business markets. **(10 marks)**

(Total 25 marks)

Question 2

Various classes of consumer products differ in the ways that consumers buy them. Provide examples of the four types of consumer products and discuss how they differ in the ways they are marketed. **(Total 25 marks)**

Question 3

As a marketer, what strategies can you employ to reduce new product failures?

(Total 25 marks)

Question 4

- (a) What is test marketing? **(10 marks)**
- (b) What are some of the pros and cons of doing test marketing? **(15 marks)**

(Total 25 marks)

Question 5

- a) Discuss the stages in consumer adoption of a new product. **(10 Marks)**
- b) Explain the strategic importance of the Product Life Cycle model **(15 marks)**

(Total 25 marks)