

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE PRODUCT AND MARKET DEVELOPMENT

COURSE CODE: CMA 201

DURATION: 3 HOURS 12 JUNE 2018

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) Knowledge of product levels is very important to marketers. Discuss. (10 marks)
- (b) How can a company like Coca-Cola ensure new product success? (15 marks)

(Total 25 marks)

Question 2

Discuss the need for business analysis in new product development. (25 marks)

Question 3

- a) Explain the major reasons in carrying out the following types of test marketing under new product development.
- I. Standard testing. (5 marks)
 - II. Controlled testing. (5 marks)
 - III. Simulated testing. (5 marks)
- (b) Explain the importance of concept testing of a product of your own choice. (10 marks)

(Total 25 marks)

Question 4

Discuss the marketing strategies which can be employed in the marketing of different types of consumer goods. (Total 25 marks)

Question 5

- (a) Why is it important to carry out risk management in the development of a new product? (15 marks)
- (b) Outline the various stages which are carried out in managing the risks of new products. (10 marks)

(25 marks)