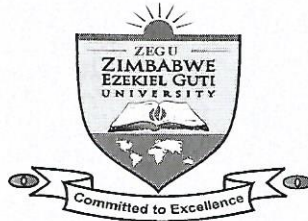


ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE: PRODUCT AND MARKET DEVELOPMENT

COURSE CODE: CMA 201

5 DECEMBER 2018

DURATION: 3 HOURS

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

Discuss the reasons why some new products may fail to produce any meaningful financial return.

(Total 25 marks)

Question 2

Write brief notes on the following concepts giving examples where necessary.

(a) Acquisition **(5 marks)**

(b) Unsought products **(5 marks)**

(c) Diversification **(5 marks)**

(d) Concept development and testing **(5 marks)**

(e) Price reduction **(5 marks)**

(Total 25 marks)

Question 3

(a) Define new product development. **(5 marks)**

(b) Explain why it is important for a manufacturing firm to continuously develop new products.

(20 marks)

(Total 25 marks)

Question 4

Discuss the factors that influence the adoption of a product of your own choice **(Total 25 marks)**

Question 5

Critically examine the significance of standard test marketing for a product of your own choice.

(Total 25 marks)

END OF PAPER