

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

DATE 20 JUNE 2017

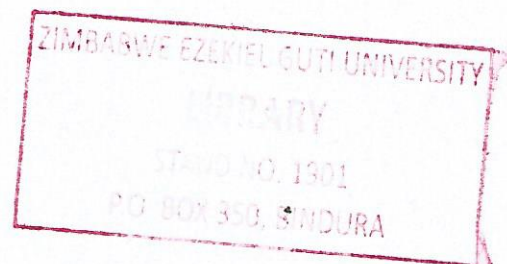
COURSE: PRODUCT AND MARKET DEVELOPMENT

COURSE CODE: CMA201

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

a) Explain the following terms:

- i) Core product (3 marks)
- ii) Actual product (3 marks)
- iii) Augmented product. (3 marks)

b) With the aid of examples briefly outline any four types of consumer products and discuss how they differ in the way they are marketed (16 marks)

(Total 25 marks)

Question 2

Discuss the major causes of new product failure.

(Total 25 marks)

Question 3

- a) Describe the importance of new-product concept testing? (10 marks)
- b) Discuss what commercialization of a new product entails (15 marks)

(Total 25 marks)

Question 4

Write short notes on the following processes of new product development:

- a) Post commercialization evaluation (10 marks)
- b) Idea screening (15 marks)

(Total 25 marks)

Question 5

Explain the challenges a company face in developing new products.

(Total 25 marks)

END OF PAPER