



MACHAKOS UNIVERSITY

University Examinations for 2021/2022 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 404: INNOVATION AND NEW PRODUCT DEVELOPMENT

DATE: 8/12/2021

TIME: 2:00 – 4:00 PM

INSTRUCTIONS: Answer Question ONE and any other TWO Questions.

QUESTION ONE (COMPULSORY) (30 MARKS)

- (a) Creativity brings about innovation which is anchored to new product development. Explain the barriers to creativity in organisations. (10 marks)
- (b) Designing a product is a very key stage in the New Product Development process. Describe the principles of universal design that should be considered in this stage. (10 marks)
- (c) Soliamo is planning an evaluation system but she is not sure on the concepts that she should put into consideration. Analyze these concepts while giving her your advice. (10 marks)

QUESTION TWO (20 MARKS)

- (a) Examine the role of marketing in the New Product Development process. (10 marks)
- (b) Most marketers find it difficult to carry out a financial analysis for a new product. Discuss why this is so with any five reasons. (10 marks)

QUESTION THREE (20 MARKS)

- (a) The Marketing manager of BRAYZ International approaches you seeking to know the phases that he would go through in coming up with a new software for his company. Give him your advice while describing the process he should use. (16 marks)
- (b) Discuss any two purposes of the Product Innovation Charter (PIC). (4 marks)

QUESTION FOUR (20 MARKS)

- (a) Marketers are faced with numerous strategic platform decisions when launching a new product. Describe any five of them. (10 marks)
- (b) Explain the risks that are involved with a rollout in market testing. (10 marks)

QUESTION FIVE (20 MARKS)

- (a) Product protocols are used in the development of a new product because of the purposes that they serve. Explain these purposes. (10 marks)
- (b) The CEO of Raphtech Company has been very adamant with embracing innovation in the running of the company. He has recently started embracing innovation in the firm's operations. Evaluate **any five** drivers to his sudden change of his position. (10 marks)