MACHAKOS UNIVERSITY

University Examinations for 2017/2018 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS, ENTREPRENEURSHIP & MANAGEMENT SCIENCE

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE (MARKETING OPTION)

BBA 404: INNOVATION AND NEW PRODUCT MANAGEMENT

DATE: 11/12/2017 **TIME: 8:30 – 10:30 AM**

INSTRUCTIONS:

Answer Question **ONE** which is **COMPULSORY** and any other two.

QUESTION ONE (COMPULSORY) (30 MARKS)

a) There are different types of innovation. Discuss FIVE types of innovation that are utilized in marketing. (8 marks)

b) Analyze the challenges managers face in managing new product development. (7 marks)

c) Sales forecasting is a process. Outline the benefits of sales forecasting to new product development. (8 marks)

d) Innovation is a continuous process, discuss the steps involved in the process. (7 marks)

QUESTION TWO (20 MARKS)

Analyze the steps in new product development process giving practical examples for each stage. (20 marks)

QUESTION THREE (20 MARKS)

a) Discuss the techniques for forecasting. (10 marks)

b) When developing a new product, marketers conduct market analysis. Discuss the reason for market analysis when developing a new product. (10 marks)

QUESTION FOUR (20 MARKS)

a) Strategic planning for new product development plays an important role. Explain the importance of strategic planning for a new product. (10 marks)

b) Analyze the importance of innovation to marketing. (10 marks)

QUESTION FIVE (20 MARKS)

a) Give reasons why in new product development conducting market testing is important. (10 marks)

b) Success of new product introduction to the market depends on how the product was launched. Analyze the role of strategic product launching. (10 marks)