MACHAKOS UNIVERSITY

University Examinations for 2018/2019 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: **TIME:**

INSTRUCTIONS: Attempt Question ONE and any other TWO question

QUESTION ONE (COMPULSORY) (30 MARKS)

a) 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. Discuss any five drivers to his sudden change of his position (10 marks)

b) Creativity brings about innovation which is anchored to new product development. Discuss the barriers to creativity in organizations. (10 marks)

c) Designing a product is a very key stage in the New Product Development process. Discuss the principles of universal design that should be considered in this stage. (10 marks)

Question two (20 marks)

a) Lulu is planning an evaluation system but she is not sure on the concepts that she should put into consideration. Give her your advice. (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 you advice (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. Discuss any five of them. (10 marks)

b) Discuss 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. Discuss. (10 marks)

b) Discuss any five participants in the product management process (10 marks)