



# **MURANG'A UNIVERSITY OF TECHNOLOGY**

## **SCHOOL OF BUSINESS AND ECONOMICS**

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

UNIVERSITY ORDINARY EXAMINATION

2023/2024 ACADEMIC YEAR

**TWO YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF  
ENTREPRENEURSHIP AND ENTREPRISE MANAGEMENT**

**BHE 203 – NEW PRODUCT DEVELOPMENT AND MANAGEMENT**

**DURATION: 2 HOURS**

### **INSTRUCTIONS TO CANDIDATES:**

1. Answer question **ONE** and any other **TWO** questions
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

**SECTION A (30 MARKS)**

**QUESTION ONE (30 MARKS)**

- (a) Explain briefly any five sources of business ideas (5 marks)
- (b) Outline five transformations an enterprise adopts when the industry become more commoditized (5 marks)
- (c) Identify any five marketing approaches relevant to an enterprise during product diversification (5 marks)
- (d) Outline the process of an inventive process (5marks)
- (e) Explain briefly the components of product development (5marks)
- (f) Highlight any five features of entrepreneurship (5marks)

**SECTION B (40 MARKS) ANSWER ANY TWO QUESTIONS**

**QUESTION TWO (20 MARKS)**

- (a) Discuss any five reasons why a product may be discontinued (10 marks)
- (b) Explain the five fundamental steps in bringing a new product and service to the market (10 marks)

**QUESTION THREE (20 MARKS)**

- (a) Discuss five elements used in determining the product and market diversification (10 marks)
- (b) Explain any five reasons that influence companies to approve acquisition methods for development (10 marks)

**QUESTION FOUR (20 MARKS)**

- (a) Describe the segments of a product in the business life cycle (10 marks)
- (b) Explain any five benefits of acquisition (10 marks)