



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017
SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
COMMERCE
BBA 404: INNOVATION AND NEW PRODUCT MANAGEMENT

DATE: Tuesday, 16th May 2017

TIME: 8.00a.m-10.00a.m

INSTRUCTIONS

Answer question One and any other Two questions

Question One

- (a) Discuss in details the new product development process. (20marks)
- (b) Explain what is meant by marketing innovations. Give examples. (10marks)

Question Two

Many organizations come up with innovative ideas for new products but they fail to implement them. Discuss the factors that affects idea implementations in organizations. (20marks)

Question Three

Analyze the following sources of innovation

- (a) Incongruities (5marks)
- (b) New Knowledge (5marks)
- (c) Changes in the industry structure (10marks)

Question Four

- (a) Analyze the benefits and challenges of learning organizations (10marks)
- (b) Explain FOUR strategies for marketing new products (10marks)