



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya.

Tel: 020-2069349, 061-2309217. 064-30320 Cell phone: +254 712524293, +254 789151411

Fax: 064-30321

Website: [www.must.ac.ke](http://www.must.ac.ke) Email: [info@mucst.ac.ke](mailto:info@mucst.ac.ke)

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## University Examinations 2015/2016

THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR  
OF SCIENCE IN FOOD SCIENCE AND TECHNOLOGY

### AFT 3333: FOOD PRODUCT DEVELOPMENT AND MARKETING

DATE: NOVEMBER 2015

TIME: 2 HOURS

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INSTRUCTIONS: Answer question *one* and any other *two* questions

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#### QUESTION ONE (30 MARKS)

- a) Differentiate between the following terms as used in food product development citing a suitable example where appropriate:
- (i) Consumer products and industrial products.
  - (ii) Primary and secondary packaging.
  - (iii) Go error and drop error.
  - (iv) Prospects and suspects.
  - (v) Initiators and influencers. (10 Marks)
- b) The viability of market segment is based on a certain criteria. Describe it. (5 Marks)
- c) In adopting process of new product, consumers differ according to the timing of the adoption of the innovation. In the light of this statement, explain the diffusion model of new product adoption process. (5 Marks)
- d) Finding the appropriate brand name for a product begins with a careful review of the product and its benefits:
- (i) State five advantages of branding. (5 Marks)
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(ii) Explain criteria for brand name selection. (5 Marks)

**QUESTION TWO (20 MARKS)**

- a) Name and explain major segmentation variables for consumer markets. (10 Marks)
- b) Identify five factors that influence the channel of distribution to be chosen by a firm. (5 Marks)
- c) Describe five types of buyers based on consumer buying behaviour. (5 Marks)

**QUESTION THREE (20 MARKS)**

With use of illustration, describe product life cycle. What strategies should the marketer use in each stage? (20 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Briefly discuss the elements of marketing mix. (10 Marks)
- b) Outline the key areas of concern regarding the Kenyan law on food product labeling. (10 Marks)