

CHUKA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

### FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COOPERATIVE MANAGEMENT

#### BCOP 121: COOPERATIVE PRODUCT DEVELOPMENT

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 14/7/2016**

**2.30 P.M. – 4.30 P.M.**

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#### INSTRUCTIONS:

- **Answer question one and any other two questions.**
1. Members of a local transporters cooperative from your county have approached you to be a guest of honor during their 'cooperative educationally'. Prepare your presentation under the following aspects.
    - (a) Principles of cooperatives. (12marks)
    - (b) Characteristics of cooperatives. (6marks)
    - (c) Pricing approaches in cooperatives. (6marks)
    - (d) Basis of segmenting cooperative markets. (6marks)
  2. (a) Explain the influence of the following macroeconomic factors on the growth of cooperatives in Kenya.
    - (i) Political environmental factors. (8marks)
    - (ii) Legal environmental factors. (6marks)
    - (iii) Socio-cultural factors. (6marks)
  3. (a) Explain the importance of marketing research in cooperative societies. (5marks)

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- (b) Briefly explain the marketing research process undertaken by cooperatives. (15marks)
4. Competitiveness and sustainability of cooperatives is highly dependent on developing new products and services.
- (a) Why should cooperatives develop new products and services. (5marks)
- (b) Explain the new product development process in cooperatives. (15marks)
5. By use of practical examples,
- (a) Discuss the contribution of cooperative societies in Kenya's economic growth. (20marks)
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