

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2018/2019**

**YEAR III SEMESTER I EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS INNOVATION AND TECHNOLOGY MANAGEMENT**

**HEIT 2301: NEW PRODUCT DEVELOPMENT**

**DATE: AUGUST 2019 TIME: 3 HOURS**

**INSRUCTIONS: Answer question one and any other two questions.**

QUESTION ONE

a. Technological innovations is urgued to be the key driver of the organizational prosperity in New product Development (NPD). Examine the validility of this statement in view of growth in business enterprises. (10 marks)

b. The technology in electrical and electronic products has experienced great innovation in the recent times. Discuss this statement in the context of:

a. Continuous innovations.

b. Dynamic continuous innovations.

c. Discontinuous innovation. (15 marks)

c. A new product can be classified into new to the world, new to the market and new to the firm. Explain. (5 marks)

QUESTION TWO

a. Outline some of the practical reasons that has necessitated the development of a new product by the business enterprise. (10 marks)

b. Explain some of considerations that must be put into account while developing NPD strategies. (10 marks)

QUESTION THREE

a. Explain the four main classification New products. (8 marks)

b. Discuss the seven main stages in New product development process. (12 marks)

QUESTION FOUR

Discuss the multi-dimensional approach for managing open innovation in new product development under the following headlines.

Brand name

Quality specification

Price

Packaging

Technology

Level of product ser? (20 marks)