



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**BACHELOR OF COMMERCE HONOURS IN
ENTREPRENEURSHIP & BUSINESS DEVELOPMENT
NEW PRODUCT DEVELOPMENT & COMMERCIALIZATION**

HEBD 212

PART 2 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

DATE: DECEMBER 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any other three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Explain the concept of product life cycle management and its relevance to new product development and commercialization. [25 Marks]
2. 'Market research is indispensable in new product development'. Discuss assertion citing relevant examples. [25]
3. With aid of examples, explain the differences between incremental and radical product innovation [25 Marks]
4. Assess any five key factors to consider when evaluating the feasibility of a new product concept showing how these factors influence the decision to proceed with development or not? [25]
5. Discuss any 5 challenges that companies may face during the new product development and commercialization process and proffer solution [25 Marks]
6. Discuss how companies may leverage digital marketing techniques to promote and launch a new product successfully in today's competitive market [25 Marks]

END OF PAPER