



## **MASENO UNIVERSITY**

### **UNIVERSITY EXAMINATIONS 2016/2017**

**FOURTH YEAR SECOND SEMESTER EXAMINATIONS FOR THE  
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH  
INFORMATION TECHNOLOGY**

#### **MAIN CAMPUS**

#### **ABA 427: PRODUCT MANAGEMENT**

Date: 4<sup>th</sup> August, 2017

Time: 8.30 - 11.30 am

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#### **INSTRUCTIONS:**

- Answer Question ONE (COMPULSORY) and any other THREE questions

### Question 1

a). "Product classification is important in assisting marketers to develop marketing strategies". In view of this statement, describe five different classifications of products. (15 marks)

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b). Briefly explain five stages that consumers pass through in the process of adopting a new product. (5 marks)

c). Explain five key characteristics of a good brand name. (5 marks)

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### Question 2

a). Using a suitable diagram, clearly illustrate the concept of product life cycle while highlighting the marketing strategies appropriate at every stage.

(10 marks)

b). Explain the weaknesses of product life cycle concept. (5 marks)

### Question 3

Using a suitable illustration, clearly articulate the concept of product portfolio analysis by BCG model. (15 marks)

### Question 4

a). "Giving a product a name does not guarantee it success. Successful brands must meet a number of conditions". In this regard, evaluate determinants of successful brands. (5 marks)

b). Using a suitable example of a named company of your choice, describe the four product mix dimensions. (10 marks)

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### Question 5

A company can differentiate its market offering along five dimensions. In this regard, describe five differentiation tools that the company may use to distinguish its offering from the competitors'. (15 marks)

**Question 6**

- a). Clearly describe the steps involved in the development of new product in the organization. (10 marks)
- b). Analyze the reasons for failure of new product in the market. (5 marks)