

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATION

**RESIT/SUPPLEMENTARY / SPECIAL EXAMINATIONS
EXAMINATION FOR THE AWARD OF BACHELOR OF COOPERATIVE
MANAGEMENT**

BCOP 121: COOPERATIVE PRODUCT DEVELOPMENT

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/08/2021

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- **Answer question one and any other two questions**

QUESTION ONE

- Explain the different types of savings that cooperatives have (8 marks)
- Discuss the five Cs' required by a cooperative society before granting the loan (10 marks)
- Describe the characteristics of cooperatives (5 marks)

QUESTION TWO

- Discuss the internal environmental forces that affect cooperatives (10 marks)
- Chuka Sacco was carrying out a research to find out why members are withdrawing their shares. Explain the importance of carrying out the research (10 marks)

QUESTION THREE

- Discuss the methods of pricing that cooperatives use to set prices for their products (10 marks)
- Explain the life cycle of cooperatives new products (10 marks)

QUESTION FOUR

- a) Describe the segmentation strategies that cooperatives will apply when dividing their customer needs (10 marks)
 - b) Explain the reasons why it's important for cooperatives to develop new products (10 marks)
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