

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR COOPERATIVE MANAGEMENT

BCOP 121: COOPERATIVE PRODUCT DEVELOPMENT

STREAMS:BCOP Y1S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 17/04/2018

11.30 A.M – 1.30 P.M

INSTRUCTION:

- **Answer question one and any other two questions**
 - **Do not write on the question paper**
1. (a) Briefly explain the functions of marketing and savings and credit cooperative organizations in Kenya. [10marks]
(b) Describe the cooperative principles that guide cooperatives in Kenya. [7marks]
(c) Why should cooperatives develop new products. [6marks]
(d) Briefly discuss the demerits of cooperatives. [7marks]
 2. By use of appropriate examples, discuss the effects of political and economic environment forces on development and management of cooperatives in Kenya. [20marks]
 3. (a) Explain the various pricing strategies that a cooperative can adopt in pricing its new products. [10marks]
(b) By use of appropriate examples, explain the various types of marketing research that cooperative managers undertake to obtain information for decision making. [10marks]
 4. (a) As a manager of a cooperative you are required to develop new products. Briefly explain the new product development process. [15marks]

(b) Why is it critical for cooperatives to engage in pilot testing of new products?

[5marks]

