



**UNIVERSITY EXAMINATIONS**

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF COOPERATIVE MANAGEMENT**

**BCOP 121: COOPERATIVE PRODUCT DEVELOPMENT**

**STREAMS: BCOP (Y1S2)**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 06/04/2020**

**11.30 A.M. – 1.30 P.M.**

**INSTRUCTIONS:**

- Answer question ONE and any other TWO questions
- Do not write on the question paper

**QUESTION ONE (COMPULSORY)**

Biddi SACCO has been in existence for three decades. The Sacco is managed by a board of directors who direct its activities. The SACCO structure comprise of five departments which are independent in their operations. In the last five years the SACCO has not paid out dividends but ploughed back due to financial constraints. The board of directors have served for ten years contrary to the policy while the products and services offered have remained the same

**Required:**

- (a) Do you think the Sacco maintained the basic cooperative principles and why? [7 marks]
- (b) Describe the benefits the shareholders should derive from Wakulima Sacco [7 marks]
- (c) Briefly explain why Wakulima Sacco should develop new products [8 marks]
- (d) Explain why cross-functional teams would be beneficial to Wakulima cooperative

[8

marks]

**QUESTION TWO**

- (a) Demonstrate the major steps in product pilot testing in cooperatives [10 marks]

**BCOP 121**

- (b) Discuss the functions of a product champion in product development [10 marks]

**QUESTION THREE**

- (a) Discuss the importance of SWOT analysis in cooperative product development [15 marks]

- (b) Explain the concept of new product development [5 marks]

**QUESTIO FOUR**

- (a) Describe the criteria that can be used to segment cooperative markets [10 marks]
- (b) Explain two methods that cooperatives can use to determine prices of their products [10 marks]

marks]

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