

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BCOP 121: COOPERATIVE PRODUCT DEVELOPMENT

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 12/04/2023

2.30 P.M – 4.30 P.M

INSTRUCTIONS:

Answer question one and any other two questions

Question one

- (a) Before cooperative decided to fully launch their new products they needed to conduct test marketing explain why it is critical to engage in test marketing. [7 marks]
- (b) One of the cooperative society was in decline stage and as a result they came to you to advise them on the strategies that they can employ to remain relevant in the market. [10 marks]
- (c) Explain any three principles that guide the operations of cooperatives. [5 marks]
- (d) Describe the different types of loan products offered by cooperatives societies. [8 marks]

QUESTION TWO

- (a) Cooperatives do not operate in a vacuum, they operate within an environment that keeps on changing and the change can sometimes hinder the growth of cooperatives. Explain how cooperatives are influenced by the macro environment. [10 marks]

- (b) For cooperative to remain competitive in the market they need to develop new products.
Discuss the methods cooperatives can use to determine the prices for the new products.

[10 marks]

QUESTION THREE

- (a) Market information is the generation, processing and dissemination of all facts regarding to the marketing of cooperatives products. Discuss the market information that cooperatives managers need to remain competitive in the market. [10 marks]
- (b) Market segmentation involves dividing the market into smaller groups with distinct characteristics. Cooperatives have to apply certain segmentation strategies to divide their customer needs. Describe the bases of effective segmentation in cooperatives. [10 marks]

QUESTION FOUR

- (a) There was need for cooperatives to conduct marketing research to establish the reasons why there was a reduction in the sales of their products and therefore they decided to use simple random sampling to select a sample from the target population to be their respondents.
- (i) Explain the importance of conducting the marketing research. [10 marks]
- (ii) Explain the limitations involved in sampling. [10 marks]
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