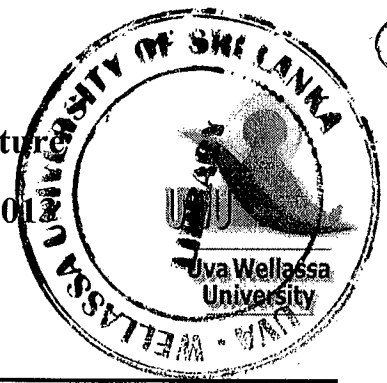


Uva Wellassa University
Faculty of Animal Science & Export Agriculture
End Semester Examination – March/April 2011
Year IV Semester I



New Product Development (EAG 441-2)

Instructions

Answer **all** questions

No. of questions : Two (02)

No. of pages : One (01)

Time : One hour (1 hr)

Total marks allocated : 60/100 marks

Index Number:

Part II – Essay

Question 1: (30 Marks)

- a) Define “New Product Development Process” and outline the New Product Categories. (6 marks)
- b) Briefly discuss the eight stage model of New Product Development. (24 marks)

Question 2: (30 Marks)

- a) How does the packaging important in New Product Development process. (3 marks)
- b) Briefly discuss the techniques used in customer-testing of new product. (6 marks)
- c) Briefly explain reasons for New Product Failure. (21 marks)

-The End -