

International Islamic University Chittagong

Department of Business Administration

MBA Mid-term Examination, Summer 2022

Course Title: Product and Service Development, Course Code: SCM-5507

Full Marks 30

Time: 2 hours

Answer *three* questions from the following. All parts of the same questions must be answered serially.

1	<p>a) "Creating new product is land of creative exploration". Explain the statement.</p> <p>b) Why Study New Products is important? Explain how product development is different from regular production.</p> <p>c) Explain the factors affecting new product development? What you know about challenges of globalizing new product? Explain with example.</p>	3 3 4
2	<p>a) What is mean by new product portfolio? Explain the importance of designing appropriate Product Innovation Charter (PIC).</p> <p>b) What is called opportunity identification? Elucidate main streams of activity feed strategic planning for new products.</p> <p>c) State the activities required for launching new product. What challenges an organization face to launch new product? Explain the precaution for meeting the challenges.</p>	3 3 4
3	<p>a) Why Does a Firm Need a New Products Strategy? What is "Company Within A Company"? Explain the nature of "Company Within A Company".</p> <p>b) Explain the Emerging Societal Trends that shall be considered for opportunity identification. Use real-world example.</p> <p>c) Explain Product platform and Brand Platform using example from manufacturing and service organization? Why product platform and brand platform is beneficial than single project?</p>	3 3 4
4	<p>a) How geniuses find many different ways to look at a problem? State the roadblocks that exist within firms and keep them from generating creative new ideas.</p> <p>b) Explain the term IDEA (identify, develop, expose, and action). Explain the top management activities required to Encourage Creativity.</p> <p>c) Explain the term Form, Technology, and Need used in product concept. Place your argument for applying Groupthink approach for concept generation.</p>	3 3 4