

**CORK INSTITUTE OF TECHNOLOGY**  
**INSTITIÚID TEICNEOLAÍOCHTA CHORCAÍ**

**Semester 2 Examinations 2010/11**

**Module Title:     Product and Process Development**

**Module Code:**                BIOL8005

**School:**                        Science

**Programme Title:**           Bachelor of Science (Honours) in Nutrition and Health Science  
Bachelor of Science (Honours) in Herbal Science

**Programme Code:**           SNHSC\_8\_Y4  
SHERB\_8\_Y4

**External Examiner(s):**      Prof. E Williamson, Dr. J. Green, Dr. A Gallagher

**Internal Examiner(s):**      Mr Eddie Fitzgerald

**Instructions:**                Answer 4 Questions, all questions carry equal marks

**Duration:**                    2 hours

**Sitting:**                        Summer 2011

**Requirements for this examination**

**Note to Candidates:** Please check the Programme Title and the Module Title to ensure that you have received the correct examination paper.  
If in doubt please contact an Invigilator.

1. Answer A or B

- A. Describe the process you undertook to design a new product or service and bring it to market. How did you ensure that there was a need for the product?

**OR**

- B. Describe the basic information and calculations required by a potential entrepreneur to evaluate the feasibility and profitability of placing a new product or service on the market.

2. Describe the personal characteristics required of a manager who is to effectively manage change in an organisation needing to become more efficient in a difficult economic climate. Discuss the importance of managing change processes so that people who will be negatively affected by the changes may not obstruct their successful implementation.
3. “Accurate and reliable market intelligence is critical to the success of new products.” Discuss this statement and describe how you would set about finding information about a market into which you planned on launching a new product.
4. Describe how you audit a production process to ensure that a batch of product was manufactured in accordance with its specification or an external standard.
5. “Mistakes in product development and improvement processes are very expensive and all care should be taken to minimise them.” Describe how you would have proposed changes evaluated to minimise the risk of costly mistakes.
6. In any product or process development programme, conflicts between participants inevitably arise. Describe how the incidence of these conflicts may be minimised and discuss how such conflicts can be managed when they arise.