

CORK INSTITUTE OF TECHNOLOGY
INSTITIÚID TEICNEOLAÍOCHTA CHORCAÍ

Semester 2 Examinations 2012

Module Title: Product and Process Development

Module Code: BIOL 8005

School: Science

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

Programmes Code(s): SHERB_8_Y4
SNHSC_8_Y4

External Examiner(s): Dr J. Green, Dr A. Gallagher

Internal Examiner(s): Mr Eddie Fitzgerald

Instructions: Answer any four questions. All questions carry equal marks.

Duration: 2 hours

Sitting: Spring 2012

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. If in doubt please contact an Invigilator.

- Q1. Discuss how Maslow's hierarchy of needs can be used to assess the human needs which fuel the demand for a product or service.
- Q2. Describe how you might prioritise the required characteristics of a proposed product or service when designing it before placing it on the market.
- Q3. Discuss how a product or process design team might find and evaluate sources of information when exploring options for a new product or process.
- Q4. Discuss the importance of change control in manufacturing facilities when a new product or process is being introduced.
- Q5. How might an enterprise assess the extent to which its products and services are meeting the needs of its customers.
- Q6. Describe the importance of advertising and promotion in assisting the adoption of a new or innovative product or process.