

**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.