



北京邮电大学

# EBU5606 A

Joint Programme Examinations 2019/20

EBU5606 Product Development and Marketing

Paper A

Time allowed 2.5 hours

Answer ALL questions

Complete the information below about yourself very carefully.

QM student number

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BUPT student number

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Class number

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**NOT allowed: electronic calculators and electronic dictionaries.**

## INSTRUCTIONS

1. You must **NOT** take answer books, used or unused, from the examination room.
2. Write only with a black or blue pen **and in English**.
3. Do all rough work in the answer book – **do not tear out any pages**.
4. If you use Supplementary Answer Books, tie them to the end of this book.
5. Write clearly and legibly.
6. **Read the instructions on the inside cover.**

**Examiners**

Dr Nickos Paltalidis, Mr James O'Connor, Dr Michaela MacDonald

For examiners' use only

1	
2	
3	
Total	

# Instructions

## Before the start of the examination

- 1) Place your BUPT and QM student cards on the corner of your desk so that your picture is visible.
- 2) Put all bags, coats and other belongings at the back/front of the room. All small items in your pockets, including wallets, mobile phones and other electronic devices must be **placed in your bag in advance. Possession of mobile phones, electronic devices and unauthorised materials is an offence.**
- 3) Please ensure your mobile phone is switched off and that no alarm will sound during the exam. **A mobile phone causing a disruption is also an assessment offence.**
- 4) Do not turn over your question paper or begin writing until told to do.

## During the examination

- 1) You must not communicate with or copy from another student.
- 2) If you require any assistance or wish to leave the examination room for any reason, please raise your hand to attract the attention of the invigilator.
- 3) If you finish the examination early you may leave, but not in the first 30 minutes or the last 10 minutes.
- 4) For 2 hour examinations you may **not** leave temporarily.
- 5) For examinations longer than 2 hours you **may** leave temporarily but not in the first 2 hours or the last 30 minutes.

## At the end of the examination

- 1) You must stop writing immediately – **if you continue writing after being told to stop, that is an assessment offence.**
- 2) Remain in your seat until you are told you may leave.

### Question 1

a) Discuss in detail each of the following; for each gives examples.

**[15 marks]**

i) *Physical prototype,*

**(5 marks)**

ii) *Analytical prototype,*

**(5 marks)**

- iii) *Comprehensive prototype.*

**(5 marks)**

[illegible]

- b) Explain in detail each of the following; **[15 marks]**
- i) *Component costs*, **(5 marks)**
  - ii) *Support costs*, **(5 marks)**
  - iii) *Indirect allocations* as part of *Overhead costs*. **(5 marks)**

[illegible]

**Question marking:**  $\frac{1}{15} + \frac{1}{15} = \frac{2}{30}$

## Question 2

- a) *Repositioning* is one of the categories of new products (Booz, Allen & Hamilton (1982) Classification Scheme). Summarise the characteristics. **[4 marks]**

[illegible]

- b) Explain what the *product life cycle* is and how it works. Provide examples where available.

**[10 marks]**

[illegible]

[illegible]

- c) There are four (4) elements through which products can be differentiated. Describe each of them and illustrate on examples. **[16 marks]**

[illegible]

**Question marking:**  $\frac{1}{4} + \frac{1}{10} + \frac{1}{16} = \frac{1}{30}$

### Question 3

- a) Define the term of *product architecture* in system-level design; explain also the aim of the product architecture. **[10 marks]**

[illegible]



b) Explain the key characteristics of *modular* and *integral* architecture.

**[12 marks]**

[illegible]

c) Explain briefly the three (3) main types of *modular* architecture.

**[18 marks]**

[illegible]

**Question marking**  $\frac{1}{10} + \frac{1}{12} + \frac{1}{18} = \frac{1}{40}$

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