

Kirloskar Institute of Management, Harihar

Business Research Method Workshop – Class Worksheet - Case New Product Development

Pre-reading material reference: Ehsan ul Haque, Khalid Hasan, "New Product Development" *In Strategic Marketing Management in Asia*. Published online: 16 Jan 2017; 225-260. Permanent link to this document: <https://doi.org/10.1108/978-1-78635-746-520161008>

STUDENT NAME :.....

Sl.No	Questions
1	How New products can be developed /obtained by a company?
2	Identify and list the process of new product development
3	Distinguish between product idea-product concept and product image
4	What is concept testing ?
5	Distinguish between concept testing and test marketing
6	How Ariel' test marketing undertaken Sample size : Unit of analysis: Data Collection method:

	The selected cities: Why only those cities?
7	What is BASES test
8	Explain the details of the survey conducted- the questions asked/responses sought
9	From the findings of the study what was the decision outcome?
10	Whether Ariel product testing could have been done in any other method?