

  
**NATIONAL OPEN UNIVERSITY OF NIGERIA,**

University Village Plot 91, Cadastral Zone,

Nnamdi Azikiwe Express Way Jabi, Abjua

**Faculty of Education**

**Department of Human Kinetics and Health Education**

**2024 1 EXAMINATION**

Course Code: HED 326

Course Title: Computer in Health Education

Credit Unit: 2CR

Time Allowed: 2HOURS

Instruction: Answer question one (1) and any other two (2) questions

1. a. Discuss the relevance of computer to teaching and learning of Health Education (15 Marks)
- b. Explain the negative health consequences of computer technology (15 Marks)
2. Explain how the following are obtained through the use of computer
  - i. Research
  - ii. Social networking
  - iii. Presentation tools
  - iv. Online schools
  - v. Emails (20 Marks)
3. Explain how the following top internet uses and learning are of relevance to health educators.
  - I. Research
  - II. Social networking
  - III. Online schools
  - IV. Video and podcasting
  - V. Email (20 Marks)
5. a. Explain the importance of using computer in Health education (8 Marks)
- b. Explain the negative health consequences of computer technology (8 Marks)
- c. Mention any four types of computer virus (4 Marks)

Soup-in-a-Flash was still fresh, Parson Foods did not have an appetite to introduce new products. Meanwhile, PFVC's executive management team still believed in Richard's new product development vision. His team believed that new products would be instrumental in improving the PFVC's future sales and financial results. Recently, Carlos Rico, PFVC's Marketing Manager, approached Richard with an idea for an innovative, nutritious and convenient frozen food product.

The new product would consist of vegetables, coated seasoned pasta (known as spaetzels) and chicken - all contained in a single bag. To prepare the product Carlos called Chicken Sensations, consumers would simply empty the contents from the bag into a bowl, add a teaspoon of water, microwave for 6 minutes and, voila, dinner is ready! Carlos expected Chicken Sensations to compete against other convenience frozen foods such as frozen pizza and microwaveable dinners. He provided preliminary sales forecasts suggesting the introduction of Chicken Sensations would increase company sales by over twenty percent and deliver gross margins double current vegetable offerings. As far as Carlos was concerned, the potential for Chicken Sensations was phenomenal! To further explore the feasibility of Chicken Sensations, Richard assembled a crossfunctional team comprised of Gary Smits, Vice President of Production; Vicki Hoerning, Director of Financial Analysis; and, Carlos Rico. They were charged with evaluating the market feasibility of Chicken Sensations. Richard initially described Chicken Sensations as an innovative new product with the potential to create a new category of convenience frozen offerings and significantly impact PFVC's financial results for years. He challenged the team to objectively evaluate the financial and market viability of Chicken Sensations cautioning them about the importance of the quality of their analysis. Reminding the team of the fiasco with Soup-in-a-Flash, Richard's parting words were, "Failure is not an option."

Richard requested that the team reconvene in two weeks to discuss present their findings and analysis to determine how the company should proceed. He requested the team members complete the following analysis:

- Carlos: To explore the selling prices of current convenience frozen food products; propose a selling price; determine a selling price for Chicken Sensations; recommend the mix of chicken, spaetzels and vegetables; forecast first year sales; and, quantify incremental sales (e.g. incremental sales staff, slotting) and marketing costs (e.g. coupon costs).
- Gary: To determine where to process Chicken Sensations; estimate the costs associated with preparing the processing facility; and, evaluate manufacturing costs.
- Vicki: To perform financial analyses to evaluate the expected overall first-year profitability; calculate breakeven sales level and margin of safety; and, be prepared to conduct sensitivity analysis based on inputs from Carlos and Gary.

There is a sense of urgency for PFVC to launch a new product despite the parent company's reluctance to support the effort. Richard Lawson believes Chicken Sensations will propel the company forward while also creating a new category of convenience frozen foods that will dramatically increase sales and gross profits. While he emphasized to his team that "failure is not an option," success is not guaranteed [regardless of the merits of the product] in new product introduction. The best anyone can hope for is a thorough and efficient analysis of the market and financial feasibility of a new product to increase the likelihood of success. Consequently, the team member analysis and findings will be critical in evaluating the feasibility of Chicken Sensations. This will entail a holistic cross functional approach in evaluating financial and market feasibility of Chicken Sensations while minimizing the risks. Simply stated: Did Richard request the appropriate information and analysis from the team effectively evaluate the market and financial feasibility of Chicken Sensations?

### **Case Synopsis Parson Foods**

Vegetable Company executive management believes in a new product idea, Chicken Sensations, which has the potential to have a significant positive impact on sales and gross profits. While the introduction of new products is generally considered risky, for PFVC, this is compounded by the failure of its most recent new product introduction Soup-in-a-Flash as well as the parent company's (Parson Foods) corporate executives' unwillingness to support another new product venture. This case provides instructors a mechanism to discuss the new product development process, market and financial feasibility, and the interaction of members of a cross functional team in decision-making. Students are encouraged to review the steps in new product development process. Role playing with students assuming various functional positions (e.g. marketing, production or finance) will provide them with a holistic perspective of the process and associated decision.

- 1) *Richard charged the cross functional team with specific analysis to complete. What other key research materials are necessary for the team to effectively evaluate the market feasibility of Chicken Sensations?*
- 2) *What is the appeal or unique selling proposition of Chicken Sensations?*
- 3) *Who is the potential target audience for Chicken Sensations?*
- 4) *Who are the competitors and how might they respond to the introduction of Chicken Sensations?*
- 5) *In addition to the competition, what other external market factors could affect the success of Chicken Sensations?*
- 6) *What biases might exist for the members of the team towards new product introduction?*

### **QUESTION TWO**

- a. Explain from your background the positioning strategies that marketing execution can choose.
- b. The major one is that the firm wants to appeal to more market segments by offering a wider range of choices for a particular product as Product — mix expansion. Under this strategy, the new line may or may not be related to current products. As student of management sciences, explain the assertion with company four alternatives.

### **QUESTION THREE**

- a. The product life cycle (PLC) concept takes an important place in the development of product mix strategy. List the four points must be considered in the life cycle of a product.
- b. We assume product quality to be constant, price and promotion can be employed to pursue one of the four strategies. List and explain three of the Four Introductory Marketing Strategies to achieve possible product quality.

### **QUESTION FOUR**

- a. What is it expected in the Possible Marketing Strategies in the Growth Stage of product life circle?
- b. Enumerate the expectation in the maturity and decline stage of product life circle?
- c. Describe how important product life circle to marketers and users of marketing strategy and profit potential.