**New Product Development and Managing Innovation**

# April 2022 Examination

# 

# Question1

## Introduction

The current pandemic gives innovative ideas to open new business thoughts as clients adapt to the COVID situation. The impact of covid-19 is incredible, especially in the business world for the new marketers. Social distancing and work from houses have forced the eating places brick and mortar retail to increase revolutionary thoughts for creating business possibilities. Most corporations have followed new creative business thoughts and techniques to deal with the threat. Many corporations have followed digital advertising and marketing to sell their items Its Half solved only

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# Question 2

## Introduction

The effect of covid-19 is exquisite, particularly in the global business for the new marketers. Social distancing and work from homes have forced restaurants and brick-and-mortar retail to expand modern ideas for developing business possibilities. Most organizations have adopted new innovative business thoughts and techniques to deal with the threat. Various techniques and strategies have been followed through virtual advertising to convey clients' self-beliefs and generate sales. Social media on this pandemic gives a big platform to reach customers and

**Question 3(a)**

## Introduction

Children aren't aware of this pandemic. The livelihood has been affected diversely. Children are much greater concerned about indoor sports than outside by staying at home. So, children suffer from mental disabilities, involving themselves in video games to skip their time.

**Question 3(b)**

**Introduction**

Video games have supplied a supply of leisure for youngsters and the youth. The online game zone is big and has grown appreciably at some point of the pandemic. Video games are reworking digital fashions. The improvements create and attract not handiest children however additionally youngsters. Video games creation has ended up the complex.