mwm logo

EQT

(Expert Qualification TEST)

Marketing

We are glad to offer you this EQT to test your subject matter depth and formatting skills before taking you in our freelance expert writing team. This EQT contains a case study and based on that there are questions, which you need to answer.

# **Important Note**

* **Before attempting EQT solution, you have to download Writing Methodology docket which contains 8 documents numbered as Doc1, Doc2 and so on.**

Link to download this Docket: <http://mywritingmaster.in/expert-qualification-test/>

* **Your EQT solution will Judged based on**

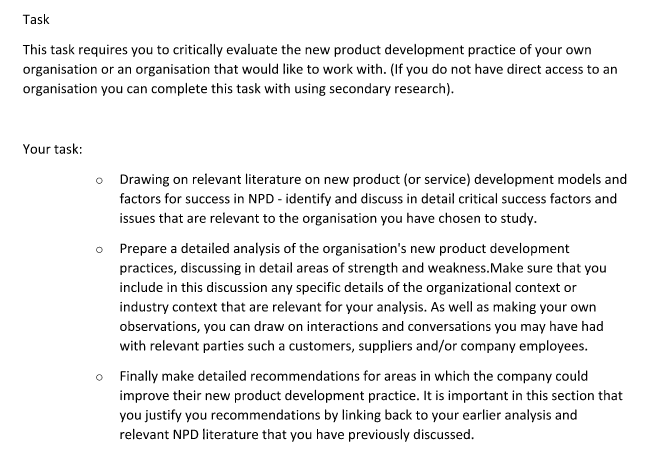
1. Application of Bloom’s taxonomy (Check Doc 3)
2. Plagiarism (Plagiarism (Copy pasting from external sources) is a strict offense in foreign universities. Your EQT solution will undergo Turnitin Software check, which can catch plagiarism not only from internet content, but also from journals or even assignments submitted by students as assignments in their universities) (Check Doc 4)
3. Referencing (Check Doc 1 and Doc 2)
4. Assignment Formatting (Check Doc 6)
5. Depth of subject knowledge
6. English proficiency

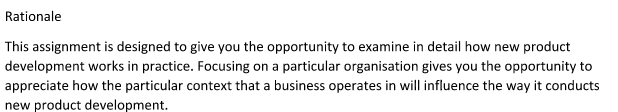
* **Your final solution should look like this :** (Doc 5)
* **Word limit and Deadline for EQT**

1. Word limit: 1000 words
2. Deadline : 72 hours from the date of sharing EQT

# **Case study**

Read carefully the guidelines as well as understand the concept of Bloom’s Taxonomy before attempting to write the solution. When assessing your solution your subject based knowledge, capability to align understanding with the requirement, bloom’s understanding and application in writing would be checked along with grammar and spellings.





Note: Choose any company of your choice, which has gone/ is going through New Product Development (NPD).

Present the work in a report format.

**Which Bloom’s category of does each of these questions belong to?**

|  |  |  |
| --- | --- | --- |
| **Assignment Task** | **Cognitive Skills Exercised(from Bloom’s)** | **Marks Allocated** |
| 1. Drawing on relevant literature on new product (or service) development models and factors for success in New Product Development (NPD)- identify and discuss in detail critical success factors and issues that are relevant to the organization you have chosen to study | Understanding, Application | 35marks |
| 1. Prepare a detailed analysis of the organization’s new product development practices, discussing in detail areas of strength and weakness. Make sure that you include in this discussion any specific details of the organizational context or industry context that are relevant for your analysis. As well as making your own observations, you can draw on interactions and conversations you may have had with relevant parties | Analysing, Application, Evaluation | 35marks |
| 1. Finally make detailed recommendations for areas in which the company could improve their new product development practice. | Synthesis | 30marks |

Please distribute the total word count in proportion to the weightage of marks allotted to each of the sub-sections. Use Harvard AGPS automated referencing to add references both in text and as reference list.

The above table shows the level of Blooms that is required to be considered in different sections while writing the solution. Make sure to understand the concept of bloom and how you need to incorporate blooms level of cognitive writing when writing your solution. Feel free to get back to us for any clarification or understanding.

Your solution won’t be marked and accepted for candidature if you fail to incorporate the cognitive writing abilities, as per bloom, in your solution.

**---------All the best---------**