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RAIN SEMESTER EXAMINATION, 2011/2012

Name of Examination: B.A./B.Sc(Ed.) Degree
Course Code: BBE 206
Course Title: Product Management
Course Unit: 2
Duration: 2 Hours
Instruction: Answer All Questions

1. Write short notes on the following:
 - (a) Consumer – Goods classification (8marks)
 - (b) Industrial – Goods classification (7marks)
 - (c) Market Segmentation with reference to
 - (i) Its concept (5marks)
 - (ii) Rationale for Market Segmentation (5marks)
 - (iii) Condition for effective market segmentation (5marks)
2. Briefly explain the concept "Product Life Cycle" (10marks)
3. Discuss extensively on the topic given to your group as assignment.