



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI-ABUJA
FACULTY OF MANAGEMENT SCIENCES
MARCH/APRIL 2017 EXAMINATION

Course Code: MKT 827
3 units

Credit Unit:

Course Title: PRODUCT PLANNING AND DEVELOPMENT

Time Allowed: 2 ½ Hours

Instruction: Attempt question (1) and any three others. Question (1) carries 25 marks while others carry 15 marks each. Present your answer legibly and logically using relevant examples.

1. A. Discuss The Two Major Categories Of New Products.
B. Explain The Role New Products Play In The Sustained Profitability Of Organizations.
C. Describe The Requirements New Products Must Meet To Succeed.
2. Describe organizational products and discuss their seven categories according to their characteristics and intended uses.
3. Discuss the four important dimensions of a company's product mix.
4. A. Discuss the various stages in a product's life cycle.

B. List the options open to management at the last stage of a product life cycle.
5. Define a package and discuss the many functions of packaging.
6. Define a label and discuss the four kinds of labels that marketers can use.