

NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI - ABUJA
FACULTY OF MANAGEMENT SCIENCES
JANUARY, 2018 EXAMINATIONS
QUESTIONS

COURSE CODE: MKT 827

CREDIT UNIT: 3

COURSE TITLE: PRODUCT PLANNING AND DEVELOPMENT

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

1. Attempt question number one (1) and any other three (3).
2. Question 1 carries 25 marks while the other 3 each carry 15 marks.
3. Present all your points in coherent and orderly manner.

QUESTION 1

- (1a) Critically analyse product classification into consumer and business products.
- (1b) What are the categories into which organisation products are classified.
- (1c) Elucidate fully the dimensions of a company's product mix. (25 marks)

QUESTION 2

- (2a) Define product concept testing
- (2b) Discuss the issues involved in product concept testing. (15 marks)

QUESTION 3

- (3a) Critically examine the packaging process decision .Discuss the top five project management traits. (15 marks)

QUESTION 4

- (4a) What are product labelling? Discuss its advantages and significant.
- (4b) Explain the product development phase of new product. (15 marks)

QUESTION 5

- (5a) Compare and contrast the initial product testing and test marketing in an economy.
- (5b) Mention types of new products. (15 marks)

QUESTION 6

Using appropriate graphical illustrations, explain the concept of product life cycle. (15 marks)