



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2021_1 EXAMINATION

Course Code: MKT 827

Course Title: Product Planning and Development

Credit Unit: 3

- Instructions:**
- 1. Indicate your Matriculation Number clearly**
 - 2. Attempt Question 1 and any other three (3) questions**
 - 3. Question 1 is compulsory and carries 25marks while the other questions carry 15marks each**
 - 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 ½ Hours

Q1 (a) Discuss product life cycle involving all the stages. (15marks)

- (b) Explain the decline stage of a product life cycle and the available marketing strategies for the decline stage. (10marks)

Q2 (a) Explain the term product label (8marks)

- (b) Discuss the three types of product label (7marks)

Q3 (a) As a marketer, in planning your market offering, you need to think through the following levels of the product. Discuss. (8marks)

- Core product
- Expected product
- Potential product
- Augmented product

(b) Explain the following. (7marks)

- Convenience goods
- Shopping product
- Unsought product.

Q4 (a) Explain what you understand by business product (organizational product) (8marks)

- (b). Discuss the following types of business product. (7marks)

- Installation
- Accessory equipment
- Process material
- Raw material

Q5 (a) What is product mix? (8marks)

- (b) Discuss the various dimensions of product mix (7marks)

- Observable results.