



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2020\_1 EXAMINATION**

**COURSE CODE: MKT827**

**COURSE TITLE: PRODUCT PLANNING AND DEVELOPMENT (PPD)**

**CREDIT UNIT: 3**

**INSTRUCTION: 1. Indicate your Matriculation Number clearly**

**2. Attempt question one (1) and any other three (3) questions; four questions in all**

**3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.**

**4. Present all your points in a coherent and orderly Manner**

**TIME ALLOWED: 2½ Hours**

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|-----|--|---------------|
| 1a. | Different between consumer products and business products?                                 | <b>6 Mks</b>  |
| b)  | Enumerate and briefly detail the five Levels of Products?                                  | <b>15Mks</b>  |
| c). | Distinguish between ‘Specialty products’ and ‘shopping products’?                          | <b>4Mks</b>   |
|     |  |               |
| 2.  | State and explain the stages of new product development?                                   | <b>15Mks</b>  |
|     |  |               |
| 3a) | Identify six main traditional area of diffusion research and five elements of its focus?   | <b>11 MKs</b> |
| b). | Identify the latent causes of product failure?   | <b>4 Mks</b>  |
|     |  |               |
| 4). | Mention and explain the question that a proposed commercialization of a product can raise? | <b>15 Mks</b> |
|     |  |               |
| 5.  | List the fifteen principles to guide new product success according to Leo Burnett’s?       | <b>15Mks</b>  |
|     |  |               |
| 6.  | Itemize the step required in creating Brand Equity?  | <b>15Mks</b>  |