

**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)