



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2023_1 POP EXAMINATION

Course Code: MKT827

Course Title: PRODUCT PLANNING AND DEVELOPMENT

Credit Unit: 2

Instructions:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question 1 and any other two (2) questions**
- 3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20marks each**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 Hours

QUESTIONS

1. What is a label
 - (b) Discuss the different types of label
 - (c) Explain the advantages of labeling
2. (a) What is a product
 - (b) Relative to consumer product explain with examples unsought products
3. (a) Differentiate between raw materials and process materials
 - (b) Compare and contrast consumer and business products.
4. (a) What is the relationship between product line and product mix
 - (b) . Explain the product line length.
5. (a) Explain the available marketing strategies at the decline stage of a product life cycle.
 - (b) Discuss the issues involved in concept testing and product development.
6. (a) Explain packaging and their functions.
 - (b) What are some of the marketing strategic importance of packaging.