



NATIONAL OPEN UNIVERSITY OF NIGERIA

University Village, Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi -
Abuja.

**FACULTY OF MANAGEMENT SCIENCE
DEPARTMENT OF BUSINESS ADMINISTRATION
2025_2 EXAMINATIONS**

COURSE CODE: MKT827

COURSE TITLE: PRODUCT PLANNING AND DEVELOPMENT

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly
2. Attempt Question One (1) and any other Three (3) questions.

Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2 Hours.

- 1a. A product is a marketing mix element. Discuss. 10marks
1b. Compare and contrast consumer and business product. 15marks
2. Examine the concept of Product and its classification. 15marks
3. Describe the concept of Product Positioning and explain its bases.
15marks.
- 4a. Describe the concept of a Label. 6marks
4b. Explain with examples, the underlisted kinds of Label: 9marks
(i) Brand
(ii) Descriptive
(iii) Grade.
5. Distinguish with examples, between convenience products and shopping products. 15marks.