



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. |