



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

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