Developing Application on RDKB

we want to develop an Application on top of RDKB, which will make use of different CCSP Components to achieve its features. To Do this:

- 1. Since, RDKB doesn't have a package manager such as opkg (from openwrt)

 - a. Do we have to build the application as a part of yocto?
 b. if so, do you have a sample for creating such application?
 - c. we are a bit new to yocto system,
 - i. how do we create a 'recipe' to build our application?
 - ii. where would this 'recipe' sit i mean which 'layer'?
 d. Any guidelines in this regard, would be appreciated.
- 2. How would we distribute our application?
 - a. All our customers who will use our application, will have to build with our source?
 b. does this also mean, we have to make our application opensource?