

Total No. of Questions : 4]

SEAT No. :

PC-203

[Total No. of Pages : 1

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B.E. (Mechanical Engineering) (Insem.)

PRODUCT DESIGN AND DEVELOPMENT

(2019 Pattern) (Semester - VII) (402045A) (Elective - IV)

Time : 1 Hour]

[Max. Marks : 30

Instructions to the candidates :

- 1) *Solve Q.1 or Q.2, Q.3 or Q.4*
- 2) *Neat diagrams must be drawn wherever necessary*
- 3) *Figures to the right indicate full marks*
- 4) *Use of electronic pocket calculator is allowed.*
- 5) *Assume suitable data, if necessary.*

Q1) a) What is meant by Product design and product development? Differentiate between two key terms. [7]

b) Explain morphological structure of product design. [8]

OR

Q2) a) Differentiate Various phases of Product life cycle Considering the factors Price, Cost, Sale, Profit, Marketing strategy etc. [6]

b) What are Features of successful product design and development? [5]

c) What is CFT Approach and give their advantages. [4]

Q3) a) Explain Technology of S Curve with suitable example. [7]

b) What is House of Quality, explain how it is used in the Product development process. [8]

OR

Q4) a) With suitable example explain different customer needs in details. [6]

b) Explain the various phases of S-Curve used in technology forecasting. [5]

c) Which tools are used to gather customer needs? [4]

