	No. 6	of Questions : 4] SEAT No. : [Total No. of Pages : 1]
		[6580]-565
		B.E. (Mechanical) (Insem.)
PRODUCT DESIGN & DEVELOPMENT		
	(20	19 Pattern) (Semester - VII) (402045 A) (Elective - IV)
	: 1 H uctio	four] [Max. Marks : 30 ns to the candidates:
	1)	Answer Q.1 or Q.2, Q.3 or Q.4.
	<i>2</i>)	Figures to the right indicate full marks.
	<i>3</i>)	Assume suitable data if necessary.
Q1)	a)	Explain essential factors for Product Design. [7]
	b) §	Describe in detail seven phases of product design. [8]
	Ť	OR
<i>Q</i> 2)	a)	What is Concurrent Engineering? Explain the CFT Approach and give their advantages. [7]
	b)	Explain the concept of product life cycle with example. [8]
Q 3)	a)	Classify the Market Segmentation with Examples.
	b)	Explain various tools for gathering customer needs. [8]
		OR STATE
Q4)	a)	Discuss the role of Mission Statement and Technical Questioning in new product development. [7]
	b)	Explain the concept of customer population with suitable example. [8]
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