Seat No.: _____

Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY BE - SEMESTER-VII EXAMINATION – WINTER 2015

Subject Name: Product Design and Value Engineering			Date: 16/12/2015 Total Marks: 70	
	1 2	 Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks. 		
Q.1	(a) (b)	Explain how product design phase differ from the product development phase? What are the challenges faced by the design engineer in current market scenario?		07 07
Q.2	(a)	Explain clearly the meaning of value and worth. How is present worth calculated? 07		07
	(b)	Explain in brief different costs to be considered in the value	engineering.	07
		OR		
	(b)	Explain in brief generic product development process.		07
Q.3	(a)	What will be the expectations of an automobile company from its Product design 0 engineer?		07
	(b)	Explain how concept development can be carried out for de	signing a product.	07
		OR		
Q.3	(a)	How are the customer's needs organized into a hierarchy?		07
C	(b) How Value Engineering Programme can be initiated?			07
Q.4	(a) (b)	How does resources allocation affect the product design pro Explain how data is collected and interpreted for under customer.		07 07
		OR		
Q.4	(a)	How will you go about designing with glass and wood?		07
	(b)	What is design for production? Explain with suitable example	les.	07
Q.5	(a) (b)	With a suitable example explain the FAST diagram. Write a short note on Life Cycle Costing.		07 07
		OR		
Q.5	(a)	What are specifications? Explain setting the final specification	on.	07
	(b)	What is value engineering Job plan? Briefly describe its phase	ses.	07
