Seat No.:	Enrolment No.
Deat 110	Emonient 110.

GUJARAT TECHNOLOGICAL UNIVERSITY

ME – SEMESTER II (NEW) – • EXAMINATION – SUMMER 2016

Subject Code: 2720915 Date: 02/06/2016 **Subject Name: PRODUCT DESIGN Total Marks: 70** Time: 10:30 am to 01:00 pm **Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. 0.1 What is Product Development Process? Explain step by step process of 07 modern product development process. Discuss six phases of generic product development process. 07 **(b)** 0.2 Discuss the challenges of product development. **07** (a) Write a short note on Myers – Briggs type Indicator used for measuring people **(b)** 07 behavior and contribution in work environment. OR Discuss the AMF Bowling's standard product development process. **(b)** 07 0.3 Write a short note on S-curve and new product development. 07 (a) Explain the activities of understanding customer need in brief. **07 (b)** OR AMF choose to organize its product development staff in matrix structure **Q.3** (a) 07 upport the statement with appropriate explanation. Discuss five step product planning process. **07 (b)** Explain the concept of six-step benchmarking process with any one example. **07 Q.4** (a) **(b)** Discuss six step concept screening process 07 0.4 Explain any two methods for identifying customer needs 07 (a) Explain the different categories of Product architecture in detail with suitable **07 (b)** examples. What is House of Quality? How it can be helpful? Draw, develop and explain a 0.5 (a) **07** House of Quality for any product in detail. Discuss types of prototypes. **07 (b)** OR Discuss ergonomics needs with reference to industrial design giving suitable Q.5 (a) **07**

Differentiate between integral and modular architecture with suitable exampl

example.

(b)

07