| Seat No.: | Enrolment No. |
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## GUJARAT TECHNOLOGICAL UNIVERSITY

B. E. - SEMESTER – VII • EXAMINATION – WINTER 2012

| •     |            | code: 171904 Date: 27/12/2012   | 2        |
|-------|------------|---|----------|
| _     |            | Name: Product Design and Value Engineering  |          |
|       |            | 0.30 am - 01.00 pm Total Marks: 70  | )        |
| Insti |            | ions:   |          |
|       | 2.         | Attempt any five questions.  Make suitable assumptions wherever necessary.  Figures to the right indicate full marks. |          |
| Q.1   | (a)<br>(b) |   | 07<br>07 |
| Q.2   | (a)        | Explain the importance of product planning. Explains product planning process in detail.                              | 07       |
|       | <b>(b)</b> | <ul><li>(1) Gathering raw data from customers</li><li>(2) Interpreting raw data interims of customers needs</li></ul> | 07       |
|       | <b>(b)</b> | OR  Explain the importance of duration and cost of product development in product development.                        | 07       |
| Q.3   | (a)        | Explain the designing for stiffness and rigidity with reference to machines and machine tools.                        | 07       |
|       | <b>(b)</b> |   | 07       |
| Q.3   | (a)        | <del></del>   | 07       |
|       | <b>(b)</b> | •   | 07       |
| Q.4   | (a)<br>(b) | Explain the value standards.  | 07<br>07 |
| Q.4   | (a)        | OR  Explain the project selection and methods selection with reference to   | 07       |
| Q.,   | (b)        | selection of evaluation of value engineering projects?  | 07       |
| Q.5   | (a)<br>(b) | 1   | 07<br>07 |
| Q.5   | (a)<br>(b) | Explain the life cycle cost in detail.  | 07<br>07 |

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