Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY ME SEMESTER II EXAMINATION – SUMMER 2017

Subject Code: 2720915
Subject Name: Product design
Time:02:30 PM to 05:00 PM
Total Marks: 70

Instructions:

1. Attempt all questions.

Example.

2. Make suitable assumptions wherever necessary.

	3.	Figures to the right indicate full marks.	
Q.1	(a)	What is Product Development Process? Explain step by step process of modern product development process.	07
	(b)	Discuss six phases of generic product development process.	07
Q.2	(a) (b)	Explain the four types of product development projects in brief. What is Product Design? Explain types of design and redesign with suitable example.	07 07
		OR	
	(b)	Short Note: s - Curves	07
Q.3	(a) (b)	Explain the activities of understanding customer need in brief. Discuss the AMF Bowling's standard product development process. OR	07 07
Q.3	(a) (b)	Discuss five step product planning process. Discuss six step concept screening process	07 07
Q.4	(a) (b)	Explain any two methods for identifying customer needs. What is House of Quality? How it can be helpful? Draw, develop and explain a House of Quality for any product in detail.	07 07
		OR	
Q.4	(a)	Discuss types of prototypes	07
	(b)	What is Quality function Deployment? Draw, develop and explain a House of Quality for any Automobile Component in detail.	07
Q.5	(a)	Differentiate between integral and modular architecture with suitable example.	07
	(b)	What is DFA? Give general guidelines of DFA for product development. OR	07
Q.5	(a)	Enlist four steps of economic analysis of a product development project. Discuss any one in detail.	07
	(b)	Explain C-sketch or 6-3-5 method for concept generation with suitable	07
