Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

M.E. - SEMESTER-II • EXAMINATION – SUMMER 2017

	•	Code: 2725003 Date:29/05/201 Name: Product Development and Innovation (Major Elective-II)	17
Ti	•	2:30 PM to 05:00 PM Total Marks: '	70
		Attempt all questions.	
Q.1	(a)	What do you mean by organization? Explain different types of organization in detail	07
	(b)	Explain the characteristics of successful product development	07
Q.2	(a) (b)	Discuss the process for setting final specification in product development. Discuss in detail why the Over estimation of market leads to the failure of product and also list the other causes of failure. OR	07 07
	(b)	Explain the different types of product development project and give the reasons for poor development planning.	07
Q.3	(a) (b)	How industrial design is important to a product? Also write its aesthetic needs. What is concept generation process? Explain it with all five steps. OR	07 07
Q.3	(a)	Discuss the screening process in concept selection process with suitable example.	07
	(b)	For identifying customer's needs how do you organize the needs in to hierarchy?	07
Q.4	(a)	Discuss the QFD in detail with suitable example.	07
	(b)	Discuss the phenomenon of functional decomposition and product decomposition in concept generation process. OR	07
Q.4	(a) (b)	Write down the industrial design process in detail. Define and discuss the concept of TRIZ and give its applications in product design and development.	07 07
Q.5	(a)	What do you mean by copyright and geographical indication in IP rights? discuss in detail.	07
	(b)	Explain (i) Utility patent and (ii) Trade mark OR	07
Q.5	(a) (b)	What is an inventive problem? Also explain the five levels of solution. Write and discuss the different survey formats in concept testing process with example	07 07
