Sea	at No.:	Enrolment No	
	GUJARAT TECHNOLOGICAL UNIVERSITY M. E SEMESTER – II • EXAMINATION – WINTER • 2013		
Su	bject	code: 1725003 Date: 31-12-2013	
	•	Name: Product Development and Innovation	
		0.30 am – 01.00 pm Total Marks: 70	
		etions:	
	1.	Attempt all questions.  Make suitable assumptions wherever necessary.	
		Figures to the right indicate full marks.	
Q.1	(a)	Discuss the Generic development process with its all phases.	07
	<b>(b)</b>	Explain the characteristics of successful product development.	07
Q.2	(a)	Define specification and discuss the process for establishing target	07
	<b>(1)</b>	specification.	0.7
	<b>(b)</b>	Write in detail about different types of product development projects.  OR	07
	<b>(b)</b>	Explain-how raw data are collected from the customer to know about customer's need.	07
Q.3	(a)	Discuss the process for setting final specification in product development.	07
	<b>(b)</b>	Explain the different forms of concept generation.  OR	07
Q.3	(a)	What is importance of industrial design to a product.	07
	<b>(b)</b>	Write the concept generation process in detail.	07
Q.4	(a)	What do you mean by TRIZ ? Explain briefly. Also give the different	07
		application of TRIZ.	
	<b>(b)</b>	Discuss the concept selection process with screening and scoring stages.  OR	07
Q.4	(a)	Give and explain the different survey formats in concept testing process for product development.	07
	<b>(b)</b>	What is inventive problem? Explain the five levels of solution.	07
Q.5	(a)	"QFD – A house of quality " prove this statement with suitable example.	07
	<b>(b)</b>	Explain the benchmarking process in detail with its approaches.  OR	07
Q.5	(a)	Explain (i) Utility patent and (ii) Trade mark.	<b>07</b>
	<b>(b)</b>	What do you mean by patent. Write its overview and give a sample of patent.	07

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