Roll No

PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF ENGINEERING
MID TERM EXAMINATION - OCT 2023

Semester : Semester VII -2020

Course Code : MEC3057

Course Name : Sem VII - MEC3057 - Integrated Product Design and Development
Program : B. TECH

Date : 2-NOV-2023
Time : 11:30AM -1:00PM

Max Marks : 60

Weightage : 30%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS   **(5 X 2 = 10M)**

1. What would be composition of Product Development team?

(CO1) [Knowledge]

2. What is Concept Generation?

(CO1) [Knowledge]

3. What are commonly used to measure the assess the performance of a product development effort?

(CO1) [Knowledge]

4. What is the purpose of Quality Function Deployment?

(CO2) [Knowledge]

5. Sketch and label concept Development Funnel.

(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **(2 X 15 = 30M)**

6. Explain generic product development process with steps involved. Also mention how will you adopt changes in general product development process for complex products like car.

(CO1) [Comprehension]

7. Discuss in detail about the steps in concept generation method with relevent cases.

(CO2) [Comprehension]

PART C

8. How will you establishing target specifications in new product development? Consider an example real life product and explain in sequential steps.

(CO1) [Application]