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	7E4064	
	B.Tech. VII Semester (Main) Examination - 2013	
	Mechanical Engineering	
	7ME5 Product Development & Launching	

Time : 3 Hours

Maximum Marks : 80
Min. Passing Marks : 24

Instructions to Candidates:

*Attempt any **five** questions, selecting **one** question from each **unit**. All questions carry **equal** marks. (Schematic diagrams must be shown wherever necessary. Any data you feel missing suitably be assumed and stated clearly. Units of quantities used/calculated must be stated clearly.)*

Unit - I

1. Using suitable example explain importance of new product development for the growth of an enterprise. Explain generic product development process for market full product using suitable example. **(8+8=16)**

OR

1. Define steps involved in new product development process. Also explain responsibilities involved in new product development. **(8+8=16)**

Unit - II

2. Using a suitable example explain the importance of need identification and its analysis in the product development process. Also show steps involved in it. **(8+8=16)**

OR

2. Explain problem formulation process using a suitable example. Using suitable example develop engineering statement of the problem and establish its target specification. rtuonline.com (8+8=16)

Unit - III

3. Define "Creativity" and explain significance and importance of creativity in product development process. (8+8=16)

OR

3. Explain 'Concept Feasibility' and 'Concept Selection' using suitable examples. Discuss any three tools of creativity. (8+8=16)

Unit - IV

4. Using suitable example explain steps involved in detailed design phase of product development. Also explain using a suitable example the input and output of this phase. (8+8=16)

OR

4. Using suitable example explain in detail step involved in:
- a) Review of product design from the point of view of manufacturing.
 - b) Review of product design from the point of view of ergonomics. (8+8=16)

Unit - V

5. Using suitable example explain:
- a) Project task Matrix.
 - b) Project scheduling. (8+8=16)

OR

5. Discuss challenges faced by management in launching a new product. Using suitable examples explain and discuss in detail strategies involved in project execution and product evaluation. **(8+8=16)**
