

**8E 8074**Roll No. ISECT ME 028

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**8E 8074**

**B.Tech. VIII-Semester (Main & Back) Examination, April-2019**  
**Mechanical Engineering**  
**8ME4.1A Product Development And Launching**

Time : 3 Hours

MANISH

Maximum Marks : 80

Min. Passing Marks : 26

*Instructions to Candidates:*R  
MALI

*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. a) What is the importance of new product for growth of the enterprise? (08)  
b) What are the demands development team? (08)

(OR)

1. "A new product plays a significant role for growth of an enterprise". Classify this statement with suitable example. Also describe various stages involve in the new product development process. (16)

**Unit - II**

2. How will you establish target specification? Give the concept of need identification and analysis for new product. (16)

(OR)

2. a) What is need analysis? How it is completed. (08)  
b) Briefly explain the engineering statement of problem. (08)

**Unit - III**

3. a) Discuss in detail concept generation. (08)  
b) Explain Brain storming process of idea generation. What is inversion process? (08)

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(1)

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(OR)

3. What do you mean by 'fear of criticism' and 'psychological set' in case of new product? Explain with suitable example regarding establishing the engineering specification of product? (16)

**Unit - IV**

4. a) What do you mean by subsystem specification. Give compatibility in case of detailed design? (08)
- b) Write briefly on: (4+4=8)
- i) Component design
  - ii) Design for manufacturing

(OR)

4. a) If you are a design engineer then specify the role of ergonomics and aesthetics while developing a new product (08)
- b) Discuss any Two: (4+4=8)
- i) Simplification in design
  - ii) Standardization in design
  - iii) Modular design

**Unit - V**

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

(OR)

5. a) Discuss new product launch strategy. (08)
- b) Briefly explain the organization of design team. (08)