

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2015-17) (Mktg.)
Fifth Trimester Examination December 2016

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|-----------------------------------|---|-----------------|-------------------|
| Subject | Product Design & Development | | |
| Roll No. | | Marks | 60 Marks |
| Total No. of Questions | 7 | Duration | 3 Hours |
| Total No. of printed pages | | Date | 27.12.2016 |

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

A leading FMCG company has recruited you in its NPD team. You are required to make a detailed NPD plan/ proposal for a new FMCG product, mentioning Product Concept, Specifications, SWOT analysis, Marketing Strategies and basic financial projections.

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) How NPD contributes towards economy? Explain with suitable example
- b) Who are Customers and How to determine their needs?
- c) State the differences between Modular architecture and integrated architecture

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) "It makes no sense to create a design that nobody, other than the design team wants!" - explain.
- b) Explain in brief the concept of Selection Funnel
- c) Describe in brief Product Development Process

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is DFM? Why it is important for NPD?
- b) What cannot be protected through copyright?
- c) Discuss the benefits of Production Acceptance towards Infrastructure & Executive Management

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is Industrial Design? Why Creativity in Industrial Design is important?
- b) Describe various types of New Product
- c) Enlist the various ways of Gathering Customer Information, and how gathered information can be translated in to Customer Needs

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain in brief the factors affecting architecture modularity with respect to 'Product changes' & 'Product variety'
- b) Enlist various Marketing Research Tools, useful for Product Development
- c) As a Product Development consultant, what tips will you give to ensure a successful pilot run?

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

Short Notes:

- a) DFM Method
- b) Concept Selection Process
- c) Pilot Run Vs. Production Acceptance