

New product Development & Concurrent engineering
(operations) **NPDC 03** 20110108

Roll No:

Total No of Questions: 8

Total No of printed pages: 2

Duration (hrs): 2

Maximum marks: 30

Note: - 1) Section I – All questions are compulsory

2) Section II - Answer either Question no. 4 or any three questions from Questions 5, 6, 7, 8.

3) Both section to be solved on same Answer Book.

Section - I

Q.1 Complete/Name the following :- (5)

1. Idea generator for New Product Tata Nano is
2. New Location for Tata Nano project is
3. Tiramisu from Cadbury is new concept or line extension
4. The States in India with biggest potential market for Arjun 605DI is Haryana and
5. The opposite of sequential engineering is

Q.2 With reference to any one of the three projects, Tata Nano, Tiramisu and Arjun 605 DI point out the NPD objectives. (4)

Q.3 Define any three :- (6)

- 1) Value Analysis
- 2) Value Engineering
- 3) Concurrent Engineering
- 4) Prototype
- 5) Idea screening.

Section – II

Q.4 Select any new product or a company of your choice and apply the entire product development process from idea generation to productionising in your own words. The description should involve all NPD techniques like prototyping & concurrent engineering applications. (15)

Q.5 Define mission, vision and goals/objectives of an organization? What are the features, benefits and most common goals with respect to NPD? (5)

- Q.6 What are the three basic types of prototypes? Describe briefly the various Technologies used for making prototypes. (5)
- Q.7 Describe in brief the composition, selection criteria and responsibilities of the value analysis team. (5)
- Q.8 What do you mean by Quality Function Deployment? List down all the steps in QFD. (5)