NPDE 03

Roll No.   Total No. of Printed Pages:2

Total No. of Questions : 5   Maximum Marks : 30

Duration (hrs.) : 2 Hours

Notes : 1.Question No. 1 is compulsory & carries 10 marks.

2.Attempt any two of the remaining four Questions. Each Question has three sub – questions .Attempt any two of them.

3. Marks against each question are shown on the right.

Q1. It has been observed that seven out of ten new products developed fail in the market. Is wrong implementation of operational strategy responsible for it? Elaborate with examples.   10Marks

Q2. Flying car has been developed in the world market under the name of personal flying vehicle.

(a) What attributes of product quality would you expect to derive from product development?   5 Marks

(b) What are the various steps this company must have taken from the "idea to launch" stage ?   5 Marks

(c) What are the success factors for this product to be a viable preposition in the market place?   5 Marks

Q3. It has been observed that Concurrent Engineering is extremely useful for New Product Development.

   (a) How does Concurrent Engineering reduce development time? Illustrate.   5 Marks

   (b) What are the benefits of Concurrent Engineering? Elaborate. 5Marks

   (c) Though Kodak implemented Concurrent Engineering for development of disposable camera , they were not very successful. What was the problem & how did they overcome the same? 5 Marks

Q4. Value Engineering is considered a very important tool for new product development.

   (a) What is a "Fast Diagram" in VE? Give an example.   5 Marks

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(b)What are the idea stimulators in Creation Phase? Explain.   5 Marks

(c) Give some examples of Evaluation Phase?   5 Marks

Q5. The new product development process will differ in accordance
with a firm's unique context.

(a) How do market – pull products differ from technology – push
products? Give examples.   5 Marks

(b) What are platform products? Elaborate providing distinct
features?   5 Marks

(c) How do high risk products differ from complex systems?
Compare.   5 Marks