

NPDE 03

23/10/2012

New Product Development & Concurrent Engineering.

MMS (Ops)

Roll No.

Total No. of printed pages : 1

Total No. of Questions : 6

Max. Marks : 30

Duration (hrs) : 2

Notes : 1) Attempt any two questions each from Q 1to 3 and Q4 to 6

2) Bracketed figures show marks.

2) Give suitable examples to support your points

Q1) Briefly describe Ansoff's model and explain how existing and new products help in growth strategy . (7)

Q2) Describe the main channels through which new products generally take birth. (7)

Q3) Explain stages involved in the business process of New Product Development (7)

Q4) How are prototypes classified? What are their uses? What are the technologies involved in prototype development? Briefly explain any one technology. (8)

Q5) a) What are the activities carried out by Manufacturing and Marketing departments in New Product Development process? (4)

b) Briefly explain five main reasons for failure of new products (4)

Q6) Write short notes on any two (8)

i) Design for Manufacturing

ii) Relevance of PLC curve in New Product development

iii) Value engineering / Value analysis

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