

7E4064

Roll No. _____

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B. Tech. VII Semester (Main/Back) Examination, Nov-Dec-2011

Mechanical Engineering

7ME5 Production Development and Launching

Time : 3 Hours

Maximum Marks : 80

Min. Passing Marks : 24

Instructions to Candidates:

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. Explain the Generic product development process for Market Pull Product? Give the modification of this process for other types of products. (16)

OR

1. Write brief notes on :

a) Need based products

b) Product development and Growth of enterprise

c) Market push products. (5,6,5)

Unit - II

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

OR

2. Give the economic existence of need? Explain the problem formulation in case of need analysis. (16)

Unit - III

3. Write briefly on :

- a) Creative thinking process
- b) Concept feasibility and concept selection
- c) Generation of alternatives.

(5,6,5)

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 products? (16)

Unit - IV

- 4. a) What do you mean by subsystem specifications. Give compatibility in case of detailed design? (8)
- b) Explain the role of ergonomics in product design. What is aesthetic product? (8)

OR

4. Write briefly on :

- a) Component design
- b) Design for manufacturing.

(8,8)

Unit - V

5. What are the challenges faced by the management in case of launching new product? How will you manage creativity in the organisation. (16)

OR

5. Write briefly on :

- a) Time estimation
- b) Identification of risk areas.

(8,8)