

M.E DEGREE EXAMINATIONS: NOV/DEC 2012

Third Semester

CAD/CAM

CCM564: Integrated Product and Process Development

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 2 = 20 Marks)

1. What are the steps involved in product development?
2. What are the challenges of product development?
3. What are the four types of product development projects?
4. Define mission statement.
5. What are specifications?
6. Define marginally acceptable value.
7. Define external decision.
8. Define prototype and test.
9. What is chunk?
10. What are the types of modularity?

PART B (5 x 16 = 80 Marks)

11. a) Explain a Generic Product Development Process in detail.
(OR)
b) Explain the various Product Development Organizations in detail.
12. a) Explain the Product Planning Process in detail.
(OR)
b) Explain the process of Identifying Customer Needs in detail.
13. a) Explain the process of Establishing Target Specifications in detail.
(OR)
b) Explain the Activity of Concept Generation in detail.
14. a) Explain the Concept Screening Process in detail.

(OR)

b) Explain the Concept Testing Process in detail.

15. a) Discuss in detail implication of the Architecture in detail.

(OR)

b) Explain about Establishing Architecture in detail.
