

10. A measure of the degree to which inflows are greater than out flows is _____

PART B (10 x 2 = 20 Marks)

(Answer not more than 40 words)

11. State the difference between product and product development.
12. What is meant by competitive benchmarking?
13. List out the various methods used to gather raw data from the customer.
14. Outline the steps involved in establishing the target specifications.
15. Point out the benefits of concept classification tree in concept generation.
16. How the concept scores are determined?
17. What is meant by product architecture?
18. Recall the importance of industrial design for a product development.
19. Classify the prototypes according to its dimensions.
20. Categorize the cash flow for a typical new product development.

PART C (5 x 14 = 70 Marks)

(Answer not more than 400 words)

Q.No. 21 is Compulsory

21. Elaborate in detail about the characteristics of successful product development and also list the team who designs and develops the product.

22. a) Explain the six step methodology used to identify the needs of the customer.

(OR)

- b) Describe the process of developing a specification for new product.

23. a) Illustrate the five step concept generation methodology in product development with line diagram.

(OR)

- b) Outline the concept screening and concept scoring and also explain the six step process which leads to the concept selection activity.

24. a) Interpret the four step methodology used for the establishment of architecture in the product development.

(OR)

- b) Define DFM. Discuss in detail about the DFM methodology with necessary line diagram.

25. a) Describe the principle of prototyping which are used in guiding decision during product development.

(OR)

- b) Explain the four step methodology recommended for the economic analysis of product development project.
