MANIPAL INSTITUTE OF TECHNOLOGY
Manipal University, Manipal – 576 104

VI SEMESTER B.Tech. (MECHATRONICS ENGINEERING)
END SEMESTER EXAMINATIONS, (MAKE-UP) JULY 2016
OPEN ELECTIVE –II

SUBJECT: PRODUCT DEVELOPMENT AND MARKETING (MTE 354)
REVISED CREDIT SYSTEM

Time: 3 Hours.   MAX.MARKS: 50

Instructions to Candidates:

❖ Answer **ANY FIVE FULL** questions.
❖ Any missing data can be assumed suitably.

1A) Why planning activity is often referred to as "Phase Zero"? In detail discuss about the consequences (difficulties) organization undergoes if it doesn't have product plan. **(05)**

1B) Discuss about the two stage concept selection methodology. **(03)**

1C) What do you mean by market push and market pull? Briefly explain with examples. **(02)**

2A) What is Technology S curve? Elaborate on its significance in product development. **(04)**

2B) Discuss the challenges a product development firm has to triumph over. **(04)**

2C) List the various strategic relevance of Branding. **(02)**

3A) Is there an analogy between Manipal University (MU) and a product development organization? Is MU a functional or project or it is mix of both functional and project? Justify your answer in detail with relevant matrix diagram(s). **(06)**

3B) In detail explain about the different types of customer needs and provide an example for each type by taking consideration of a product of your domain. **(04)**

4A) Apply the structured methodology of concept generation for developing a product of your domain or department. **(06)**

4B) Is identification of customer need is necessary for Revolutionary products? **(04)** Justify your answer.

5A) What is marketing mix? In detail discuss about the various elements of **(05)** marketing mix.

5B) Elaborate on the fundamental guidelines for translating gathered raw data into **(05)** customer need statements.

6A) Discuss in detail about adapting the generic product development process for **(06)** following product types

      (i)   Technology push products
      (ii)   Platform products
      (iii)   Customized products

6B) Discuss about the tool used by marketers to understand where the consumer **(04)** ranks their company in terms of characteristics and in comparison to competing companies.