MANIPAL INSTITUTE OF TECHNOLOGY
Manipal University, Manipal – 576 104

VI SEMESTER B.Tech. (MECHATRONICS ENGINEERING)
END SEMESTER EXAMINATIONS, MAY 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) Enumerate the distinct variables which will effect product positioning and articulate various product positioning methods. **(04)**

1B) Exhibit the characteristics that lead to the dysfunctional of product development team in an organization. **(03)**

1C) Is it necessary for an organization to have a well-defined product development process? Justify your answer. **(03)**

2A) Assuming that you have developed an impulse purchase item and a consumer durable, briefly explain the strategies you seek for positioning these products in market. **(05)**

2B) Formulate the mission statement for an engineered product (your branch /department specific). **(03)**

2C) How is marketing different from selling? Discuss **(02)**

3A) You being a member of a student startup want to develop an electronic device (say tablet) with support from MUTBI exclusively for education purpose for MIT students. In detail explain how you will tailor the structured generic product development process to suit your product. **(06)**

3B) Define opportunity. Where do opportunities come from? Discuss the opportunity tournament methodology. **(04)**

4A) You are leading a product development team to develop a product. (Your department specific) your team has successfully selected concept(s). Apply the structured method of concept testing to confirm the concept(s) selection decision of your team. **(06)**

4B) Choose a product that continually annoys you. Identify the needs (at least Four) the developers of this product missed and translate the identified need to product specification. **(04)**

5A) What is concept classification tree (CCT)? Elaborate on the benefits of using CCT in concept generation. **(04)**

5B) "The goal of concept selection is not to Select the best concept", Justify this statement. **(03)**

5C) Briefly explain about the sources of forecasting error **(03)**

6A) It is known fact that an organization/Company "cannot be all things to all people." If you are to start a company, then how do you ensure (answer it in detail) that products of your company meets the different needs of different types of customer in the market. **(05)**

6B) Briefly describe the different types of organizational structures **(03)**

6C) List the various purposes of concept testing in product development process. **(02)**