



**VI SEMESTER B.TECH. (MECHATRONICS ENGINEERING)**

**END SEMESTER EXAMINATIONS, June- 2017**

**OPEN ELECTIVE –II**

**SUBJECT: PRODUCT DEVELOPMENT AND MARKETING [MTE 3285]**

**REVISED CREDIT SYSTEM**

Time: 3 Hours

MAX. MARKS: 50

**Instructions to Candidates:**

- ❖ Answer **ALL** the questions.
- ❖ Missing data may be suitable assumed.

- 1A.** What are the different types of product development planning projects? Explain them in detail. (04)
- 1B.** Many of the activities in product development are based on intuition, creativity, and they are more of an art than science. Then why do we study Product development with a structured approach? (03)
- 1C.** Elaborate on the different degree of consumer attachment to a brand? (03)
- 2A.** You have been assigned with the task of leading the team for developing an Integrated electronic device for cashless transactions. This product has an extremely dynamic market. Therefore, there is need of developing the product in extremely short period. Suggest the type of product development organization you are going to opt and discuss in detail about the same. (06)
- 2B.** Enumerate and explain the primary factors that results in overestimating the likelihood of respondent purchasing a product during concept testing. (04)
- 3A.** Trying to convince consumers to buy something they don't want is extremely expensive and seldom successful. How marketing experts will determine what consumers want and what they are willing to pay for? (04)
- 3B.** What is scale compression ? what are your recommendations for avoiding scale compression during concept development process ? (03)
- 3C.** Elaborate on the tool used for analyzing the product life cycle. (03)

- 4A.** As result of internal and external search activities product development team might have collected hundreds of concept solutions to the subproblems. Synthesizing and ordering these solutions for possible combination is impossible approach. Then how to manage this daunting task? Explain your answer in detail. **(05)**
- 4B.** With suitable example(s) elaborate on the significance of passive activity involved in gathering raw data from customers. **(03)**
- 4C.** Differentiate between Tangible and Intangible products. **(02)**
- 5A.** Why should product development team has to consider market segmentation while carrying out product planning? **(04)**
- 5B.** Target specification and final specification of a product are one and the same? Justify your answer. **(03)**
- 5C.** Elaborate on the guidelines for improving the internal search during concept generation. **(03)**