



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

**END SEMESTER EXAMINATIONS, APR-MAY- 2017**

**OPEN ELECTIVE –II**

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

**REVISED CREDIT SYSTEM**  
**(03/05/2017)**

Time: 3 Hours

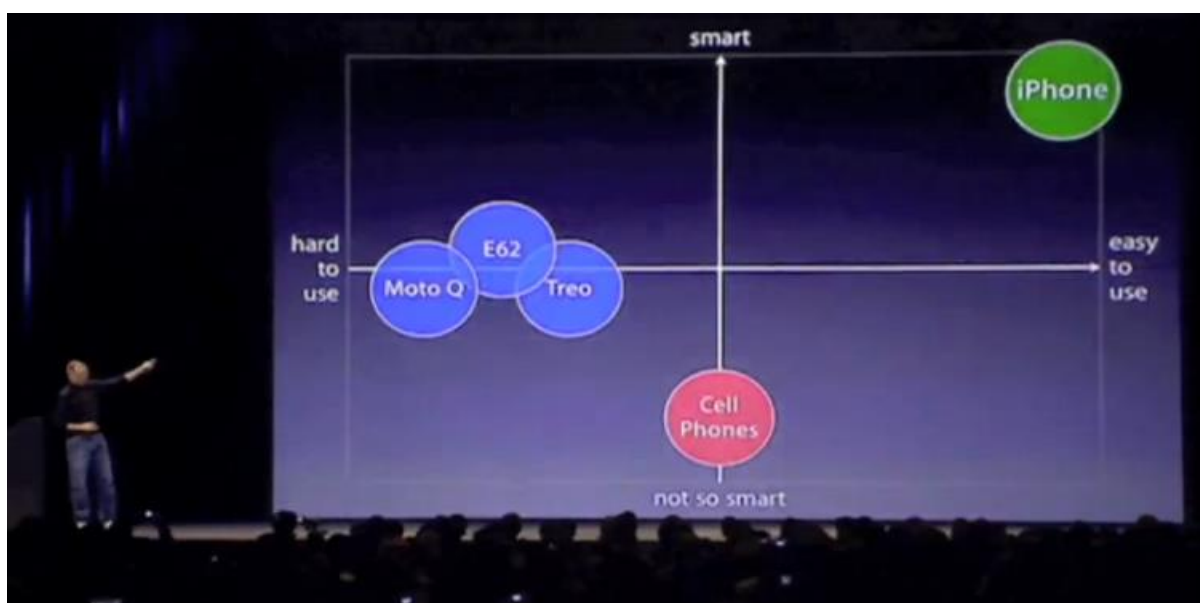
MAX. MARKS: 50

**Instructions to Candidates:**

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

- 1A.** How can the concept selection methods be used to benchmark or evaluate existing products? (05)  
Perform such an evaluation for five automobiles you might consider purchasing.
- 1B.** Enumerate and explain the some of the characteristics that make product development (03)  
process challenging.
- 1C.** Interpret the “Bottom of the funnel” with respect to marketing. (02)
- 2A.** What type of product development process would you expect to find in an established (05)  
company successful at developing residential air-conditioning units? Support your answer  
with neat block diagram.
- 2B.** Could a great opportunity identification process result in a product that fails in the market? (03)  
Justify your answer.
- 2C.** Define Product specification. (02)
- 3A.** Enumerate and explain in detail about the potential benefits of a structured approach for (04)  
concept selection method.
- 3B.** Recently I was buying a product from Shopclues, a budding e-commerce company in India. (03)  
The website carried a ribbon saying, pay using SBI debit card and avail 10% discount\*. What  
type of marketing strategy can be visualized here? Elaborate on the benefits of the same.
- 3C.** Can the process of identifying customer needs lead to the creation of innovative product (03)  
concepts? In what ways? Could a structured process of identifying customer needs lead to a  
fundamentally new product concept?

- 4A.** You being marketing head of a firm which has a B2B transaction, and you have been given the task of identifying the different market segments. State and explain on what basis you will carry out the market segmentation. (04)
- 4B.** Roughly estimate N (Number of potential customers expected to make purchases) for the following products. List your assumptions. (03)
- A Hybrid Bicycle for MIT students staying on campus.
  - An electronic weather station (monitoring temperature, pressure, humidity, etc.) for MIT hostels.
- 4C.** Briefly, explain the various steps in Concept scoring. Highlight upon how concept scoring is different from the concept screening. (03)
- 5A.** The Figure 5A is video grab of Apple product launch in 2007. The late Mr. Steve Job was explaining to the audience about apple's new product iPhone, using a graphical display tool. Comment on the marketing tool used by Jobs and state your interpretations by assessing the figure 5A. (04)



*Figure 5A: Video Grab from Apple product launch -2007.*

- 5B.** Along how many dimensions can prototype be classified? In detail explain the different types of prototypes with the aid of a graph. (03)
- 5C.** How is that majority of the time's product development team ends of developing the best concept(s) rather than selecting the best one (s) when opted with structured concept selection method? (03)