

Reg. No.									
----------	--	--	--	--	--	--	--	--	--



**MANIPAL INSTITUTE OF TECHNOLOGY**  
**MANIPAL**  
*(A constituent unit of MAHE, Manipal)*

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

**END SEMESTER EXAMINATIONS, APRIL 2018**

**OPEN ELECTIVE –II**

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

**REVISED CREDIT SYSTEM**  
**(28/04/2018)**

Time: 3 Hours

MAX. MARKS: 50

**Instructions to Candidates:**

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

- 1A.** What role does basic technological research play in the product development process? How would you modify the basic product development structure to represent the research and technology development activities in product development? Justify your answer with an example. **(04)**
- 1B.** The Fig.Q1B exhibits the products of Microsoft, Google, and Hero Honda respectively, which have failed miserably in the market. How is it possible that successful (well established) companies/firms end up developing unsuccessful products? **(04)**



Fig. Q1B: Pictures of Windows Vista, Google glass and Hero Honda street.

- 1C.** Interpret the “Lead Nurturing” concerning marketing. **(02)**
- 2A.** Elucidate on the process adapting the generic product development process for following product types **(05)**
- (i) Platform products
  - (ii) Customized products

**2B.** Develop a mission statement document for a specialty product. (05)

**3A.** Fig.Q3A is clipping of news article in Washington Post’s webpage. The author of the news article foresees the end of an era for IC engine. Draw and elaborate the graphical tool that can best depict the technology roadmap of IC engine. (04)

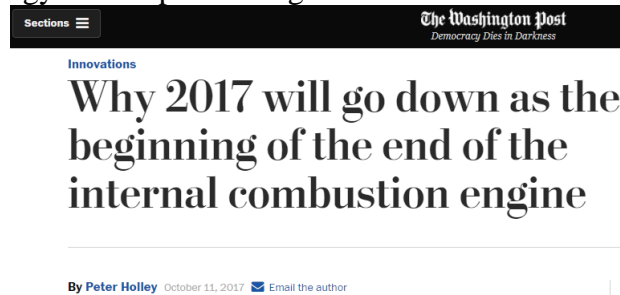


Fig. Q3A: Clipping of a web page (Washington Post)

**3B.** 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)

**3C.** Why planning activity is often referred to as “Phase Zero”? (02)

**4A.** Examine the Fig Q4A and elaborate on your interpretation of the two different promotional strategies opted by Snapdeal. Enumerate the pros and cons of each strategy. (04)

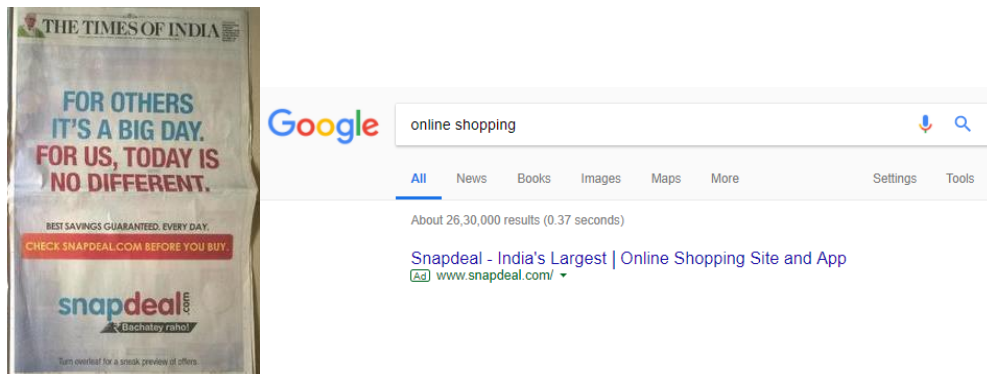


Fig Q4A: Promotional Strategies

**4B.** What is Bullwhip effect? And how do you manage it? (03)

**4C.** You will find ample of examples for products developed without opting for the structured method, then why is it still advisable to make use of the structured method to develop the product. (03)

**5A.** Construct a concept screening matrix for the product of your domain/department. (05)

**5B.** It is known fact that an organisation/Company “cannot be all things to all people.” If you are to start a company, then how do you ensure that products of your company meet the different needs of different types of customer in the market? (03)

**5C.** In the context of product development, what does term “Opportunity” indicates? (02)