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

VI SEMESTER B.TECH. (MECHATRONICS ENGINEERING)
END SEMESTER EXAMINATIONS, JUNE 2018

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 with justification

1A. Discuss about the consequences (difficulties) organization undergoes if it doesn't have product plan. **(04)**

1B. Elaborate on the two-stage concept selection methodology. **(04)**

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

2A. Convert the following need statements listed in Table Q2A to product specifications. **(04)**

Table Q2A: Customer need statements

Sl No	Product	Need statement
1	Portable Printer	Easy to carry and easily stored in home and office
2	Bike Suspension Fork	Easy to Install

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

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

3A. Is there an analogy between Manipal Institute of Technology(MIT) and a product development organization? Is MIT a functional or project or it is mix of both functional and project? Justify your answer in detail with relevant matrix diagram(s). **(05)**

3B. Discuss how sales can be estimated during the concept testing of an electric bicycle for personal transport. **(05)**

4A. Apply the structured methodology of concept generation for developing a product of your domain or department. **(04)**

4B. Does identification of customer need necessary for revolutionary products? Justify your answer. **(03)**

4C. What is marketing mix? In detail discuss about the various elements of marketing mix. **(03)**

5A. Discuss about the tool used by marketers to understand where the consumer ranks their company in terms of characteristics and in comparison, to competing companies. **(04)**

5B. Enumerate the fundamental guidelines for translating gathered raw data into customer need statements. **(03)**

5C. Figure Q5C is a screenshot of a tweet from Mr Anand Mahindra. Assuming that, you have been assigned the task of identifying the customer needs; identify at least six customer need statements referring to figure Q5C. **(03)**

Fig.Q5C: Four Passengers are commuting on scooter. Fourth person is sitting on foot mat and he has stretched his legs along the body of the scooter (Encircled in the picture).