

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VI (NEW) EXAMINATION – SUMMER 2023****Subject Code:3161916****Date:12-07-2023****Subject Name:Product Development and Entrepreneurship****Time:10:30 AM TO 01:00 PM****Total Marks:70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

MARKS

Q.1	(a) What is product development? Give two examples.	03
	(b) List the characteristics of successful product development (any four)	04
	(c) Explain Reverse Engineering and Redesign Product development Processes	07
Q.2	(a) Discuss like-dislike method for conducting interview.	03
	(b) Which are different types of customer needs?	04
	(c) Describe briefly the phases of product life cycles.	07
OR		
	(c) Describe guidelines for evaluation of the Overall Assembly.	07
Q.3	(a) How opportunities can be identified?	03
	(b) Enlist the steps to established the product architecture	04
	(c) Explain free-form fabrication method (additive manufacturing) as a prototyping technique.	07
OR		
Q.3	(a) Which are the steps to establish the product architecture?	03
	(b) Write importance of designing for maintenance	04
	(c) Briefly describe 3-d printing technology. Write its advantages.	07
Q.4	(a) Which knowledge and skills are required by a Successful entrepreneurs?	03
	(b) Compare managerial vs. entrepreneurial approach.	04
	(c) Discuss role of entrepreneurship in economic development	07
OR		
Q.4	(a) Define : Market feasibility, Technical/operational feasibility, Financial feasibility	03
	(b) Explain presentation of business plan to investors.	04
	(c) Write a short note on franchising.	07
Q.5	(a) Define break even analysis. Explain it with sketch.	03
	(b) Explain manpower planning and Financial plan for business.	04
	(c) How to carry marketing research for the new venture? Discuss the steps in preparing marketing plan.	07
OR		
Q.5	(a) Define: Patents, Trademarks, and Copy rights	03
	(b) Explain the design for assembly (DFA) methodology with reference to minimize the cost assembly.	04
	(c) Write a short note on intellectual property rights.	07
