

Reg. No.:

Name :



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TERM END EXAMINATIONS (TEE) – October 2022

Programme	: B.Tech.[BCE, BAI, MIM]	Semester	: Fall 2022-23
Course Name	: Engineering Design	Course Code	: DSN2096
Faculty Name	: Dr. N. Pazhaniraja	Slot / Class No	: B13/0565
Time	: 1½ hours	Max. Marks	: 50

Answer ALL the Questions

Q. No.	Question Description	Marks
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PART - A (30 Marks)

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| 1 | (a) Discuss the concept of empathy mapping with respect to buying a Television. Analyze it with respect to What you Think, Say, Feel and Do?
OR
(b) Consider you are going to start a startup company. Being the founder of the company, you are supposed to make a detailed plan map. You have to evaluate your plan using one of the design engineering tools. | 10 |
| 2 | (a) Illustrate the concept of service design by consider any one real time design on your own.
OR
(b) Discuss the necessity of usability testing in engineering design along with the reliability and safety measure with real world example. | 10 |
| 3 | (a) Brief the concept of design cycle model and the role of it with respect to metaphor concept generation and their models with suitable examples.
OR
(b) You are developing a Food Delivery application for ordering food. As a developer you have to defend your design is sustainable by outlining the principles and LCA for the design. | 10 |

PART - B (20 Marks)

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| 4 | Outline the steps involved in the process of problem formulation of Sand Paper. Where the sand paper Coarse grits are typically in the 150 to 200 grit range, the sand paper may be of any shape, the price range of the sheet should not exceed Rs 25. | 10 |
| 5 | Outline the importance of articulating design ideas by considering a real-world product and perform the story telling process for the particular product you have selected. | 10 |

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