MCQ’s PRODUCT DESIGN and DEVELOPMENT

**1-The following is the preliminary stage of Production planning**

(A) Capacity planning

(B) Material requirements planning

(C) Scheduling

(D) Product development and design

(Ans: D)

**2-The following is the source(s) for developing new or improved product**

(A) Research and Development department of the enterprise

(B) Consumer suggestions and Complaints

(C) Other competitive products in the market

(D) All of the above

(Ans: D)

**3-Product cost can be reduced by considering the following aspect(s) at the design stage**

(A) Minimum number of operations

(B) Unnecessary tight tolerance should not be provided

(C) Design should consist of standard parts

(D) All of the above

(Ans: D)

**4-The ultimate objective of the product is**

(A) To provide a new look

(B) Utilizing existing manpower

(C) To monopolize the market

(D) All of the above

(Ans: C)

**5-Based on their field of application, manufactured goods can be classified as**

(A) Primary, Secondary and Tertiary

(B) Consumer, Capital and Defense

(C) Essential, Market and Standard

(D) Primary, Luxury and Consumer

(Ans: B)

**6-The following aspect of product is concerned with the ease and efficiency of the product performance**

(A) Functional aspect

(B) Operational aspect

(C) Durability aspect

(D) Aesthetic aspect

(Ans: A)

**7-The “simplicity to operate and easy to understand” of product is concerned with its following aspect**

(A)     Functional aspect

(B)     Operational aspect

(C)     Durability aspect

(D)     Aesthetic aspect

(Ans: A)

**8-\_\_\_\_\_\_ helps in establishing the interchangeability of products**

(A) Standardization

(B) Simplification

(C) Diversification

(D) Specialization

(Ans: A)

**9-In which of the following type the manufacturing cost may go up**

(A)     Standardization

(B)     Simplification

(C)     Diversification

(D)     All of the above

(Ans: C)

**10-Product \_\_\_\_\_\_ is the ultimate objective of variety reduction**

(A) Simplification

(B) Standardization

(C) Specialization

(D) All of the above

(Ans: C)

**11-The following eases the process of stock control**

(A) Standardization

(B) Simplification

(C) Both ‘A’ and ‘B’

(D) None of the above

(Ans: C)

**12-The following is the Durability aspect(s) of a product**

(A) Efficiency of the product

(B) Easy to understand

(C) Ease with which a product can be maintained

(D) All of the above

(Ans: C)

13.    \_\_\_\_\_ is the development of original products, product improvements, product modifications, and new brands through the firm’s own R&D efforts.

1. Idea generation
2. Concept testing
3. Test marketing
4. New product development

Answer: (d)

14.    All of the following are different ways a firm can obtain new products, except which one?

1. By acquiring a whole new company
2. A firm can obtain a new product through patents
3. A firm can obtain a new product by licensing someone else's new product
4. A firm can obtain a new product by using the R&D department of other firms in the same industry.

Answer: (d)

15.     All of the following are accurate descriptions of reasons why new products fail, except which one?

a.  Although the market size was correctly estimated, the product idea itself was not good.

b.  The actual product was not designed as well as it should have been.

c.  The new product was priced too high.

d  The new product was advertised poorly.

Answer: (a)

16.      All of the following are accurate descriptions of ways companies are anxious to learn how to improve the odds of new-product success, except which one

a.  Find out what successful new products have in common.

b.  To learn lessons from new product failures.

c.   Companies have to learn to understand their own consumers.

d.   Do not overly rely on product innovation when you can succeed by copying others.

Answer: (d)

17.     New-product development starts with \_\_\_\_\_.

1. idea screening
2. idea generation
3. concept development and testing
4. marketing strategy development

Answer: (b)

18.       \_\_\_\_\_ is the systematic search for new-product ideas.

1. Idea generation
2. Idea screening
3. Concept development and testing
4. Marketing strategy development

Answer: (a)

19.    All of the following are major internal sources of new-product ideas, except which one?

1. Picking the brains of company executives, scientists, engineers and salespeople is a good way to generate ideas.
2. Intrapreneurial programs that encourage employees to think and develop new-product ideas is a good way to generate ideas.
3. Some companies employ creative approaches, including both "method and madness" in helping them to generate new product ideas.
4. Good ideas come from watching and listening to customers.

Answer: (d)

20.       Major sources of new product ideas include \_\_\_\_\_.

1. internal sources, using company R&D
2. creative approaches, using both "method and madness" approaches
3. watching and listening to customers
4. all of the above are sources of new product ideas

Answer: (d)

21.         All of the following are major external sources of new-product ideas, except which one?

1. Companies can conduct surveys or focus groups to learn about consumer needs and wants.
2. Competitors are a good source of new-product ideas.
3. Some companies employ creative approaches, including both "method and madness" in helping them to generate new product ideas.
4. Good ideas come from watching and listening to customers.

Answer: (d)

22.             All of the following are accurate descriptions of new product ideas, except which one?

1. New product development starts with idea generation.
2. Some companies use brainstorming exercises that expand people's minds and generate new ideas around the client's problem.
3. At the beginning of the process, carefully scrutinize each idea and throw far-fetched and impractical ones out the window.
4. Customers must be careful not to rely too heavily on customer input when developing new products.

Answer: (c)

23.             Some companies have installed a(n) \_\_\_\_\_ that directs the flow of new ideas to a central point where they can be collected, reviewed, and evaluated.

1. new-product development team
2. idea management system
3. computer system
4. satellite system

Answer: (b)

24.             In order to install an *idea management system*, whereby all ideas are directed to a central point, a company can do any or all of the following:

1. Appoint a respected senior person to be the firm's idea manager.
2. Create a cross-functional idea management committee comprising of people form R&D, finance, engineering and operations to meet and evaluate new product ideas.
3. Reward employees through formal recognition programs.
4. All of the above are legitimate ways to systematically collect ideas.

Answer: (d)

25.             The purpose of \_\_\_\_\_ is to generate a large number of ideas.

1. idea screening
2. idea generation
3. concept development and testing
4. marketing strategy development

Answer: (b)

26.      The first idea reducing stage is \_\_\_\_\_ , which helps spot good ideas and drop poor ones as soon as possible.

1. idea generation
2. idea screening
3. concept development and testing
4. marketing strategy development

Answer: (b)

27.       A \_\_\_\_\_ is a detailed version of the idea stated in meaningful consumer terms.

1. product idea
2. product concept
3. product image
4. test market

Answer: (b)

28.             A \_\_\_\_\_ is the way consumers perceive an actual or potential product.

1. product idea
2. product concept
3. product image
4. test market

Answer: (c)

29.             An attractive idea must be developed into a \_\_\_\_\_.

1. product idea
2. product concept
3. product image
4. test market

Answer: (b)

30.        All of the following are accurate descriptions of activities performed in the idea screening stage of new product development, except which one?

1. Idea screening helps spot good ideas and drop poor ones as soon as possible.
2. Companies want to go ahead only with the product ideas that will turn into profitable products.
3. Many companies require their executives to write up new product ideas on a standard form that can be reviewed by a new-product committee.
4. Setting up a toll-free number or Web site for anyone who wants to send a new idea to the idea manager.

Answer: (d)

31.             \_\_\_\_\_ calls for testing new-product concepts with groups of target consumers.

1. Concept development
2. Concept testing
3. Idea generation
4. Idea screening

Answer: (b)

32.             \_\_\_\_\_ entails testing new-product concepts with a target group of consumers to find out if the concepts have strong consumer appeal.

1. Concept development
2. Concept testing
3. Idea generation
4. Idea screening

Answer: (b)

33.             Product concepts are presented to consumers during concept testing in any of the following ways, except which one?

1. A word or picture description is presented to consumers.
2. A concrete and physical presentation of the concept will increase the reliability of the concept test.
3. Some companies are using virtual reality to test product concepts.
4. Companies are reluctant to use the Web to test product concepts.

Answer: (d)

33.             Designing an initial marketing strategy for a new product based on the \_\_\_\_\_ is called marketing strategy development.

1. new product idea
2. product concept
3. test market results
4. product prototype

Answer: (b)

34.             The marketing strategy statement in new product development consists of three parts: \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

1. idea generation; idea screening; concept development
2. idea generation; concept development; concept testing
3. idea generation; idea screening; idea management
4. target market description; planned product positioning; sales, market share, and profit goals for the first few years.

Answer: (d)

35.             \_\_\_\_\_ involves a review of the sales, costs, and profit projections for a new product to find out whether they satisfy the company's objectives.

1. Idea generation
2. Idea screening
3. Business analysis
4. Concept development and testing

Answer: (c)

36.             If a product concept passes the \_\_\_\_\_, it moves into \_\_\_\_\_.

1. business analysis test; product development
2. concept development stage; product development
3. concept testing stage; product development
4. idea generation stage; product development

Answer: (a)

37.             Once management has decided on a product concept and marketing strategy, it can next evaluate the \_\_\_\_\_ of the proposal.

1. product idea portion
2. product development part
3. business attractiveness
4. commercial viability

Answer: (c)

38.             In the product concept stage of new-product development, the product is merely a \_\_\_\_\_.

1. word description
2. crude mock-up
3. drawing
4. all of the above

Answer: (d)

39.             In the \_\_\_\_\_ of new-product development, often products undergo rigorous tests to make sure that they perform safely and effectively or that consumers will find value in them.

1. business analysis stage
2. idea generation
3. concept development and testing stage
4. product development phase

Answer: (d)

40.             \_\_\_\_\_ is the stage of new-product development in which the product and marketing program are tested in more realistic market settings.

1. Business analysis
2. Idea generation
3. Test marketing
4. Marketing strategy development

Answer: (c)

41.             All of the following are accurate descriptions of test marketing, except which one?

1. Test marketing is the stage at which the product and marketing program are introduced into realistic market settings.
2. Test marketing by consumer-packaged goods firms has been increasing in recent years.
3. Test marketing costs can be high, and it takes time that may allow competitors to gain advantages.
4. Companies often do not test market simple line extensions.

Answer: (b)

42.             Introducing a new product into the market is called \_\_\_\_\_.

1. test marketing
2. new product development
3. experimenting
4. commercialization

Answer: (d)

43.             A company getting ready to launch a new product must make several decisions. However, the company must first decide on \_\_\_\_\_.

1. whether to launch the product in a single location
2. whether to launch the product in a region
3. whether to launch the product into full national or international distribution
4. timing of the new product introduction

Answer: (d)

44.             \_\_\_\_\_ is a new-product development approach in which one company department works to complete its stage of the process before passing the new product along to the next department and stage.

1. Team-based product development
2. Simultaneous product development
3. Sequential product development
4. Product life-cycle analysis

Answer: (c)

45.             In order to get their new products to market more quickly, many companies are adopting a faster, team-oriented approach called \_\_\_\_\_.

1. sequential product development
2. simultaneous product development
3. commercialization
4. introduction timing

Answer: (b)

46.             All of the following statements are accurate descriptions of the simultaneous product development approach to new product development, except which one?

1. The simultaneous product development approach is also known as collaborative product development.
2. Company departments work closely together through cross-functional teams.
3. Companies assemble a team of people from various departments that stay with the new product from start to finish.
4. Companies often pass the new product from department to department in each stage of the process.

Answer: (d)

47.             All of the following are accurate descriptions of new-product development approaches used by companies in the commercialization phase of the process, except which one?

1. New-product development teams in the simultaneous approach tend to stay with the new product from start to finish.
2. In the simultaneous approach, top management gives the product development team general strategic direction but no clear-cut product idea or work plan.
3. In order to get their new products to market more quickly, many companies are adopting a faster approach called sequential product development.
4. The simultaneous team-based approach can be riskier and more costly than the slower, more orderly sequential approach.

Answer: (c)

48.             All of the following are limitations of the simultaneous team-based approach to new-product development, except which one?

1. Superfast product development can be riskier and more costly than the slower, more orderly sequential approach.
2. This approach often creates increased organizational tension and confusion.
3. The objective of this approach is to ensure that rushing a product to market doesn't adversely affect its quality.
4. Top management gives the product development team a clear-cut product idea or work plan.

Answer: (d)

49.             All of the following statements accurately reflect the requisites of new-product success, except which one?

1. Thinking of a few good ideas, turning them into products, and finding customers for them.
2. A systematic approach for finding new ways to create value for target consumers, from generating and screening new-product ideas to creating and rolling out want-satisfying products to customers.
3. New-product success requires a total-company commitment.
4. At firms known for their new-product success, their culture does not encourage, support, and reward innovation.

Answer: (d)

50.             which is not a part of product design?

a. Need

b. Demand

c. analysis

d. product

Ans b

51. Factor not considered in product design?

a. Definition

b. Synthesis

c. Evaluation

d. Testing

Ans d

52. Factor considered in product design?

a. Weather

b. land scape

c. Environment

d. cost

Ans d

53. which is not phase of product design?

a. Definition

b. feasibility

c. Preliminary design

d. detailed design

Ans a

54. which is not phase of product design?

a. planning for production

b. planning for distribution

c. planning for marketing

d. planning for retirement

Ans c

55. which is not phase of product design?

a. Market analysis

b. feasibility

c. Preliminary design

d. detailed design

Ans a

56. Modern approaches considered to hasten the product design?

a. QFD

b. feasibility

c. Concurrent design

d. Rapid proto typing

Ans b

57. Section not involved with concurrent design is?

a. Marketing

b. R&D

c. Quality

d. Manufacturing

Ans c

58. Sections not part of concurrent design?

a. Design

b. Service

c. Marketing

d. Assembly

Ans b

59. Concurrent design is also known as?

a. DFMEA

b. PFMEA

c. Simultaneous engineering

d. Lean engineering

Ans c

60. Concurrent design approach is?

a. Direct marketing

b. Statistical

c. DIMAC

d. Wheel and Hub

Ans d

61. QFD is a quality management technique that translates needs of customer to?

a. Technical requirement

b. Modelling requirement

c. Analysis requirement

d. None

Ans a

62. Consumer needs and requirements are known as \_\_\_\_\_ in QFD methodology.

a. Consumer preferences

b. Voice Of the Customer

c. Expectations

d. variety of needs

Ans b

63. Quality Function Deployment is also known by all of these names EXCEPT which?

a. Decision matrices

b. Evaluation models

c. Matrix product planning

d. none

Ans c

64. What is rapid proto typing ?

a. Designing something while competing against other departments

b. When companies or teams are working on multiple aspects of the same design at

one time

c. Changing the design of something after production has already begun

d. The process by which a model of the final product can quickly be made

Ans d

65. When should a company employ rapid prototyping?

a. At the end of project

b. Before production begins

c. In the middle of production

d. none

Ans c

66  Which one of the following rapid prototyping processes uses a photosensitive liquid

polymer as the starting material:

a droplet deposition manufacturing,

b fused-deposition modelling,

c laminated-object manufacturing,

d stereolithography

Ans d

67 Which of the following RP technologies uses powders as the starting material

a droplet deposition manufacturing,

b fused-deposition modelling,

c laminated-object manufacturing,

d selective laser sintering,

Ans d

68 \_\_\_\_\_\_ helps in establishing the interchangeability of products

a. Standardization

b. Simplification

c Diversification

d Specialization

Ans: a

69 In which of the following type the manufacturing cost may go up

a. Standardization

b. Simplification

c Diversification

d all

Ans: c

70 Product \_\_\_\_\_\_ is the ultimate objective of variety reduction

a. Standardization

b. Simplification

c Diversification

d all

Ans: b

71 The following eases the process of stock control

a. Standardization

b. Simplification

c A & B

d none

Ans: c

72. The following is the preliminary stage of Production planning

a. Capacity planning

b. Material requirements planning

c. Scheduling

d. Product development and design

Ans: d

 73. The following is the preliminary stage of Production planning

a. Capacity planning

b. Material requirements planning

c. Scheduling

d. Product development and design

Ans: d