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Roll No

MMIE/MMPD - 201

M.E./M.Tech., II Semester

Examination, December 2015

Product Design And Lifecycle Management

Time : Three Hours

Maximum Marks : 70

Note : Attempt any five questions. All questions carry equal marks.

1. a) How does design by evolution differ from 'design by innovation'? Explain with suitable examples.
b) What is meant by activity analysis? What is the role of activity analysis in the development of specification and standards of performance.
2. a) What is concurrent engineering and how it differ from traditional product development process?
b) What are the main function of product life cycle management? Explain each one of them in brief.
3. a) How product life cycle engineering is different from product life cycle management? What are the benefits of product life management.
b) How the product design changes when product passes through various phases of life cycle? Explain.
4. a) What is the approach to reliability based design? What is the difference between reliability and factor of safety.
b) What are the benefits of modular design? What type of product is suitable for modular design and how is it achieved?

5. a) Write and explain the important consideration you will make in product design when you are designing for environment?
b) What is life cycle assessment? What are the common LCA method? Explain in brief.
6. a) What are the various steps of Value Analysis (VA) Job Plan? Describe the following steps of VA Plan:
i) Information step
ii) Analysis step
iii) Certainty steps
iv) Evaluation
b) How Renard number are used in concept of standardization?
7. a) How customer behavior affect the sales of product? What are the managerial tool available to study the consumer behavior?
b) Explain difference between pricing and promotion strategies used by marketing manager.
8. Write short notes on any three:
a) Pre requisites of PLM
b) Taguchi method
c) Planning of sales
d) IPR

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