

06062056

Code No. 201

FACULTY OF ENGINEERING
B.E. 4/4 (M/P) II Semester (Main) Examination

April/ May 2009

PRODUCT DESIGN AND PROCESS PLANNING

Time : 3 Hours]

[Max. Marks:75

Note : Answer all questions from Part A, and five questions from Part B.

Part - A

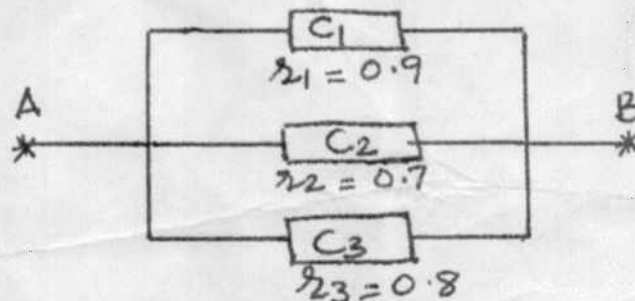
Marks: 25

1. Explain in brief the procedure involved in marketing a new product.
2. What is creativity?
3. Describe Human Machine Interaction.
4. What is a process sheet? Explain in brief.
5. Explain the concept of brain storming.
6. What is meant by Intellectual Property Rights ?
7. Explain in brief about Trade Mark.
8. What are Patent Laws ?
9. Explain the procedure involved in designing a process for a new product.
10. What is concurrent engineering.

Part - B

(Marks: 50)

11. a) Discuss the factors which contribute to successful technological innovation.
 b) Describe Delphi technique in process design.
12. a) Explain the procedure involved in the design of 1) controls, 2) displays.
 b) Describe the ergonomic principles in the design of table and chair for a computer operator.
13. a) Compute Reliability for the following system AB



- b) Define and distinguish between Copyright and Trademark.

(This Paper is of 2 pages)

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Code No. 201

2

14. a) Define and differentiate between control charts for variables and control charts for attributes.
b) Develop a process sheet in terming a pulley on a lathe.
15. a) List out features of Intellectual Property Rights.
b) Explain briefly process of Value Engineering.
16. a) Discuss procedures involved in testing a new product.
b) Explain steps involved in the selection of material for different products.
17. Write short notes on any four: (4 x 2 1/2 = 10)
- a) Fatigue,
 - b) Screening of ideas,
 - c) Price estimation of a product,
 - d) Group technology,
 - e) Selection of right product,
 - f) Reasons for a product failure.

