

FACULTY OF ENGINEERING

B.E. 4/4 (Mech./Prod.) II – Semester (Make-up) Examination, August 2012

Subject : **Product Design and Process Planning** (Elective – III)

Time : 3 hours

Max. Marks : 75

Note: Answer all questions from Part–A and answer any **FIVE** questions from Part–B.

PART – A (25 Marks)

1. Define product design.
2. Describe the concept of brain storming.
3. Describe functional design.
4. How does a new product design is selected?
5. Define intellectual property rights.
6. Describe the concept of patents.
7. What are the requirements for the success of a new product?
8. Define reliability.
9. What is concurrent engineering?
10. What is meant by value engineering?

PART – B (50 Marks)

11. Explain the techniques of innovation.
 12. What are the various functions of product and process design? Explain.
 13. Explain the concept of morphology of design.
 14. What are the principles and laws of appearance? Explain.
 15. What are cost procedures involved for a new product? Explain.
 16. Explain standardization, simplification and specialization concepts.
 17. Explain the concept of group technology.
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