

Total No. of Questions : 8]

[Total No. of Printed Pages : 2

Roll No

MMIE/MMPD-201**M.E./M.Tech., II Semester**

Examination, June 2017

Product Design And Lifecycle Management**Time : Three Hours****Maximum Marks : 70**

- Note :** i) Attempt any five questions.
ii) All questions carry equal marks.

1. a) Discuss various types of models in product design.
b) Explain the difference between oral and visual presentation.
2. a) What is Product life cycle management? Discuss the Evolution of PLM.
b) Discuss in brief the product data management. What is its scope?
3. a) Explain the roll of aesthetics and ergonomics in a design.
b) Explain robust design using taguchi method with the help of example.
4. a) What is value engineering? Discuss value analysis with help of example.
b) Explain the meaning of term standardization. Discuss the importance of standardization in design of a product.

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5. a) Discuss the BCG matrix with help of example.
b) Discuss the pricing and promotional strategies.
6. a) What do you mean by Life Cycle assessment? Discuss the various methods of Life Cycle assessment.
b) What is design for environment? How to apply it through Life Cycle assessment?
7. a) Explain PLM implementation methods.
b) What is design for X? Discuss the components used in DFX.
8. Write short note on :
a) Marketing management
b) Design for manufacturing
c) Sales management

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