

GUJARAT TECHNOLOGICAL UNIVERSITY

BE- SEMESTER-VI EXAMINATION – WINTER 2025

Subject Code:3161916

Date:21-11-2025

Subject Name:Product Development and Entrepreneurship

Time:02:30 PM TO 05:00 PM

Total Marks:70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

		MARKS
Q.1	(a) Differentiate the managerial and entrepreneur approach	03
	(b) Write a detailed short Note on Product life cycle.	04
	(c) Explain characteristics of product development process.	07
Q.2	(a) List out challenges face by product development process.	03
	(b) Justify the statement “Allocate Resources and Plan Timing plays significant role for product planning”.	04
	(c) Explain the common customer needs which should be known.	07
	OR	
Q.3	(c) Explain the Importance of elements in product planning process.	07
	(a) What is Module heuristics? State its applications	03
	(b) Explain the role of entrepreneurs in economic development.	04
	(c) What is feasibility study? Explain financial feasibility and technical feasibility by taking suitable example.	07
	OR	
Q.3	(a) What is business plan? Enlist the key component of business plan	03
	(b) Explain the characteristics required for successful entrepreneur	04
	(c) What is industry analysis? Explain the porters five force model for industry analysis	07
Q.4	(a) What is product modularity? Explain the modularity design in brief	03
	(b) Explain market mix(4Ps)	04
	(c) What is the Design evaluation process? Explain Design for assembly in detail	07
	OR	
Q.4	(a) Write advantages of 3D printing	03
	(b) Which contents are required to include in product specification	04
	(c) What is the product evaluation process? Explain the Design for manufacturing in detail	07
Q.5	(a) Enlist the steps for preparing market plan	03
	(b) Write short note on break even analysis	04
	(c) What is Performa income statement? Explain Performa cash flow and balance sheet in financial plan	07
	OR	
Q.5	(a) Answer the following questions	03
	1) Which one is NOT a part of 4Ps (Market Mix)	
	a) Product b) Price c) Promotion 4) Packaging	
	2) Intellectual property right (IPR) in India covers	
	a) Patents b) Copyrights c) Trademarks 4) All of the above	

3) Assign True (T) or False (F) for following statement.

“Patent is granted for innovation or improvement in invention”

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|-----|---|-----------|
| (b) | Differentiate between licensing and franchising | 04 |
| (c) | Write short note on legal issues related to product development and entrepreneurship: | 07 |

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