

# GUJARAT TECHNOLOGICAL UNIVERSITY

BE- SEMESTER-VI (NEW) EXAMINATION – WINTER 2024

**Subject Code:3161916**

**Date:02-12-2024**

**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
<b>Q.1</b>	(a) Write advantages of Reverse Engineering.	<b>03</b>
	(b) Define product development? Give four example of product	<b>04</b>
	(c) Explain characteristics of successful product development.	<b>07</b>
<b>Q.2</b>	(a) Why customer need is very important for product development process?	<b>03</b>
	(b) Describe briefly the phases of product life cycles.	<b>04</b>
	(c) Explain opportunity identification process.	<b>07</b>
	<b>OR</b>	
	(c) Describe the various methods used to determine customer need importance.	<b>07</b>
<b>Q.3</b>	(a) Enlist the steps required to target the product specifications.	<b>03</b>
	(b) Write importance of designing for maintenance.	<b>04</b>
	(c) Explain virtual prototyping with an example of CAD.	<b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) Write advantages of 3D Printing.	<b>03</b>
	(b) How is the design for assembly (DFA) methodology important to minimize the cost of assembly? Explain briefly.	<b>04</b>
	(c) What is product modularity? Explain various types of product modularity.	<b>07</b>
<b>Q.4</b>	(a) What do you mean by creative problem solving?	<b>03</b>
	(b) Explain role of entrepreneurship in economic development.	<b>04</b>
	(c) Differentiate between managerial v/s entrepreneurial approaches.	<b>07</b>
	<b>OR</b>	
<b>Q.4</b>	(a) Define Entrepreneur and Entrepreneurship.	<b>03</b>
	(b) What is the importance of e-commerce technology for entrepreneurs?	<b>04</b>
	(c) What is Performa balance sheet? How the breakeven analysis is useful for new venture?	<b>07</b>
<b>Q.5</b>	(a) How the financial planning can be done by entrepreneur for the new venture?	<b>03</b>
	(b) Why man power planning is important in entrepreneurial business.	<b>04</b>
	(c) Write steps in preparing a marketing plan with appropriate flow chart.	<b>07</b>
	<b>OR</b>	
<b>Q.5</b>	(a) Discuss working capital.	<b>03</b>
	(b) Describe in detail the importance of feasibility study for a new venture.	<b>04</b>
	(c) Describe in details the terminology related with intellectual property rights (i) trademarks (ii) trade secrets (iii)copyrights	<b>07</b>

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