

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VI (NEW) EXAMINATION – SUMMER 2024****Subject Code:3161916****Date:22-05-2024****Subject Name:Product Development and Entrepreneurship****Time:10:30 AM TO 01:00 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) Write any three characteristics of successful product development.	03
	(b) Discuss Product life cycles.	04
	(c) Discuss the challenges in Product development.	07
Q.2	(a) How to priorities the opportunities?	03
	(b) Which are different type of costumer need?	04
	(c) Explain methods used to determine customer need importance.	07
	OR	
	(c) Explain like-dislike method to conduct interview.	07
Q.3	(a) List the steps to establish the product architecture.	03
	(b) Write any four advantages of 3D printing.	04
	(c) Define product modularity. Explain various types of product modularity.	07
	OR	
Q.3	(a) Why affinity diagrams are used for product planning?	03
	(b) Discuss importance of designing for maintenance.	04
	(c) Explain free-form fabrication method (additive manufacturing) as a prototyping technique.	07
Q.4	(a) List characteristic of successful entrepreneurs.	03
	(b) Differentiate between managerial vs. entrepreneurial approach.	04
	(c) Discuss role of entrepreneurship in economic development.	07
	OR	
Q.4	(a) Discuss creative problem solving.	03
	(b) Which are knowledge and skills required by entrepreneur? Write any four.	04
	(c) Explain technical and financial feasibility.	07
Q.5	(a) Write the steps for marketing research for the new venture.	03
	(b) How to present business plan to investors?	04
	(c) Discuss for Financial plan: cash budget, working capital and break even analysis.	07
	OR	
Q.5	(a) What do you mean by intellectual property rights?	03
	(b) What is patent? Explain in detail about utility patents	04
	(c) Give a case study or example with reference to trade secrets.	07
