

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VI (NEW) EXAMINATION – SUMMER 2022****Subject Code:3161916****Date:08/06/2022****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) Discuss concept generation process.	03
	(b) Write advantages of Reverse Engineering.	04
	(c) Explain characteristics of successful product development.	07
Q.2	(a) Why customer need is very important for product development process?	03
	(b) Discuss Articulated-Use Method for conducting interviews.	04
	(c) What is affinity diagram? Draw an affinity diagram with a suitable example.	07
	OR	
	(c) Explain opportunity identification process.	07
Q.3	(a) What is functional analysis in engineering?	03
	(b) Write importance of designing for maintenance.	04
	(c) Explain guidelines for evaluation of the Overall Assembly.	07
	OR	
Q.3	(a) Write advantages of 3D Printing.	03
	(b) Name type of Product Modularity.	04
	(c) Explain virtual prototyping with an example of CAD.	07
Q.4	(a) Define Entrepreneur and Entrepreneurship.	03
	(b) Briefly discuss the role of entrepreneurship in economic development.	04
	(c) Discuss knowledge and skills required for successful entrepreneur.	07
	OR	
Q.4	(a) What do you mean by creative problem solving?	03
	(b) What is the importance of e-commerce technology for entrepreneurs?	04
	(c) Enlist important parameters of feasibility study for a business.	07
Q.5	(a) Discuss working capital.	03
	(b) Why man power planning is important in entrepreneurial business.	04
	(c) Write steps in preparing a marketing plan with appropriate flow chart.	07
	OR	
Q.5	(a) Write a short note on franchising.	03
	(b) Write a short note on break even analysis.	04
	(c) Define and explain trademark and copyright.	07
