

GUJARAT TECHNOLOGICAL UNIVERSITY**BE- SEMESTER- VI EXAMINATION – SUMMER 2026****Subject Code:3161916****Date:29-05-2026****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.
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		MARKS
Q.1	(a) Which are the characteristics of successful product development?	03
	(b) Explain the importance of product development to become a successful entrepreneur.	04
	(c) Elaborate the challenges in Product development.	07
Q.2	(a) Enlist the steps involved in concept selection process.	03
	(b) Explain the flow process of generic development.	04
	(c) Describe the concept generation process with suitable example.	07
	OR	
	(c) Discuss the product life cycle in detail and its significance in entrepreneurship.	07
Q.3	(a) Prepare the list of steps involved in design for product maintenance.	03
	(b) Describe the evaluation techniques of design for manufacturing methodology.	04
	(c) Explain the importance of functional analysis using suitable example.	07
	OR	
Q.3	(a) Define the product architecture and its types.	03
	(b) Explain the importance of virtual prototyping in engineering field.	04
	(c) Describe the additive manufacturing using suitable example.	07
Q.4	(a) Which are the characteristics of successful entrepreneur?	03
	(b) Define the entrepreneurship and classify types.	04
	(c) Discuss the factors propelling innovation and entrepreneurship in relation to new products.	07
	OR	
Q.4	(a) Define the terms: 1) market feasibility, 2) technical feasibility and 3) financial feasibility.	03
	(b) Prepare a drawing of a business plan.	04
	(c) Write short note on preparing project report and presenting business plan to investors.	07
Q.5	(a) Enlist the steps involved in preparing marketing plan.	03
	(b) Describe the short note on organizational plan.	04
	(c) Discuss the financial plan and explain the break-even analysis.	07

OR

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| Q.5 | (a) | Enlist the legal issues in patents due to IPR. | 03 |
| | (b) | Explain in short: 1) trademarks, 2) copy rights, 3) trade secrets and 4) franchising. | 04 |
| | (c) | Elaborate the importance of IPR in overall growth of country using suitable example. | 07 |
