

CBCS SCHEME

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15ME835

Eighth Semester B.E. Degree Examination, Jan./Feb.2021 Product Life Cycle Management

Time: 3 hrs.

Max. Marks: 80

Note: Answer any FIVE full questions, choosing ONE full question from each module.

Module-1

- 1 a. Define PLM and explain the need for PLM. (06 Marks)
b. List and explain the phases of PLM. (06 Marks)
c. List the benefits of PLM. (04 Marks)

OR

- 2 a. Define PLM strategy? Explain selection and implementation of strategy. (08 Marks)
b. What is Product Data Management? List out the advantages of PDM. (08 Marks)

Module-2

- 3 a. Explain with figure product design life cycle. (08 Marks)
b. Explain with a graph strategies for recovery at end of life. (08 Marks)

OR

- 4 a. Describe the recycling and human factors in product design. (08 Marks)
b. Explain the design for 'X' and design centered model. (08 Marks)

Module-3

- 5 a. Explain with figure the various stages of new product development. (08 Marks)
b. List the components of decision support system and explain them. (08 Marks)

OR

- 6 a. Explain the new product financial control with top down and bottom up approach. (08 Marks)
b. With flow chart explain launching and tracking new product program. (08 Marks)

Module-4

- 7 a. Define technology forecasting and its necessity. (06 Marks)
b. Explain the steps involved in technology forecasting under brain storming method. (06 Marks)
c. List advantages and disadvantages of Brain Storming. (04 Marks)

OR

- 8 a. With neat figure, explain Relevance tree. (08 Marks)
b. With flow diagram, explain combining forecast technology. (08 Marks)

Module-5

- 9 a. What is virtual product development? Give the classification of VPD. (08 Marks)
b. Discuss the 3D CAD system and digital mockup tools used in Virtual Product Development. (08 Marks)

OR

- 10 a. Explain product data description and data models. (08 Marks)
b. Explain what do you mean by product data technology. (08 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.