

CBCS SCHEME

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15ME835

Eighth Semester B.E. Degree Examination, Jan./Feb. 2023 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. With a neat sketch, explain the different phases of Product Life Cycle Management. (08 Marks)
b. Justify the need of Product Life Management in Modern Industry. (04 Marks)
c. List and explain the various opportunities of Product Life Management. (04 Marks)

OR

- 2 a. Discuss the different views/steps with respect to Product Life Management. (06 Marks)
b. State the purposes of conducting Product Life Management feasible study. (06 Marks)
c. What is Product Life Management strategy? Explain in brief. (04 Marks)

Module-2

- 3 a. With an example, discuss the various steps involved in Engineering design. (08 Marks)
b. What is Design for X in product design? List the techniques in design for the same. (08 Marks)

OR

- 4 a. What is Product Recycling? Explain the benefits of the same in brief. (08 Marks)
b. Briefly discuss the various Human factors to be incorporated during product design. (08 Marks)

Module-3

- 5 a. What is DSS? Discuss the components for building DSS. (08 Marks)
b. Discuss the different models used in building a DSS. (08 Marks)

OR

- 6 a. Discuss the factors to be considered for a new product market entry. (08 Marks)
b. Discuss the steps involved in launching new products. (08 Marks)

Module-4

- 7 Write short notes on:
a. Delphi technique.
b. Scenario writing.
c. Growth curves.
d. Methods of technological forecasting. (16 Marks)

OR

- 8 a. Discuss the use of Morphological analysis in technological forecasting. (08 Marks)
b. Discuss mission flow diagrams in technological forecasting. (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.

