

**IC306 PRODUCT DESIGN AND DEVELOPMENT**  
**Reassessment Exam, July-2017. Maximum marks - 173**

Answer all questions

- 1a. Describe the industrial design aspects of your group product with necessary sketches. 10+10  
1b. Describe in detail two main standards used in the manufacture of your individual product.  
(Students who have been assigned edible and medical products must describe the HACCP protocols and standards.) 30
- 2a. Describe the basic design of the electric car manufactured by Tesla company with a diagram. 20  
2b. Describe your group product in not more than twenty sentences. 20
- 3a. Give five tentative specifications of your group product. Describe them. 5 + 15  
3b. Describe the manufacturing supply chain for your group product. 20
- 4a. What is the individual product allotted to you for study? 2  
4b. How long this product has been in the market-place? 2  
4c. Which customer need does this product satisfy? 2  
4d. Which company manufactures this product? 2
- 5a. Draw three concept diagrams of your group product. 15  
5b. Describe the strengths that helped in making Amul a big company. 20

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