

**IC306 PRODUCT DESIGN AND DEVELOPMENT**  
**January-2017, Quiz-1. Maximum marks – 40**

Answer all questions briefly in the space given

1. What is the product allotted to you for study?
2. Is it an imported product or locally manufactured product?
3. Which customer need does this product satisfy?
4. What is the price of this product?
5. In which locations this product is manufactured? (Give a maximum of two places)
6. Which company manufactures this product?
7. What is the per day/month/annum production rate of this product? (Choose one)
8. Is it a product used predominantly by men/women/both?
9. How long this product has been in the market-place?
10. To which age-group this product is aimed at?
11. Which section of the population mostly uses this product?
12. What is the market-share of this product in India?
13. What is the percentage this product contributes in the total turnover of the company that manufactures it?
14. Is it a technology-driven product or a resource-driven product?
15. What is the main raw material required to manufacture this product?
16. Give the BIS standard applicable to packaged drinking water in India.
17. Are condoms a medical product or a consumer product?
18. What important need the briefs and panties fulfill for a customer?
19. Give the names of two condom manufacturers that have the largest market-share in India.
20. What is the global market-value of the briefs, panties, and bras market segment?