

2017-IC306 PRODUCT DESIGN AND DEVELOPMENT
March 2017, Quiz-2. Maximum marks – 40

Answer all questions

1. What is the composition of standardized milk according to Indian standards?
2. What is the unit for quantifying sugar content in carbonated beverages?
3. Which patent made Godrej safes superior to the British-made safes before the Independence?
4. What is the core philosophy of Amul?
5. Name two innovative products launched by Amul.
6. How does L&T make it possible for the young, but inexperienced engineers in the company to deliver excellent results?
7. What is L&T good at in business?
8. What are the two environmentally sensitive innovative decisions Indra Nooyi had to take in Pepsico?
9. Give two areas where Godrej has learned from its partnership with P&G.
10. Name any two electrical products that can not be sold in the Indian market without the ISI mark of the BIS.
11. Which international standard governs the dimensions of bank and ID cards?

12. What is the individual product allotted to you for in-depth analysis?
13. Give two important general specifications of your product.
14. Give one specification that is unique to your product.
15. Give two standards that your product must conform to.
16. What is the weight of your product as given by the manufacturer?
17. What is the shelf-life of your product?
18. What is the life-time of your product while in use?
19. How is your product and its packaging disposed off at the end of its use?
20. How is your product differentiated in the supply chain?