

ICPC26 PRODUCT DESIGN AND DEVELOPMENT
Quiz, February-2018. Time-1 Hour. Total marks-40

Answer all questions briefly in the given space on the answer sheet

1. What is the product allotted to you for study?
2. What are the two main raw materials required to manufacture your product?
3. Which customer need does this product satisfy?
4. What is the price of this product in the market?
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? Why? (give one reason)
9. How long this product has been in the market-place?
10. To which age-group this product is aimed at?
11. Which sections of the population mostly use 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 your product a technology-driven product or a resource-driven product?
15. What product the Bisleri brand was originally associated with?
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 two branded products that are unique to Indian market place.
20. Give two branded products used only by married women?

---oOo---