

Enroll No

K.E.Society's
Rajarambapu Institute of Technology, Rajaramnagar
(An Empowered Autonomous Institute, affiliated to SUK)
Unit Test -I (2025-26)

Q.P. Code
UT 3036

T. Y. B. Tech. Open Elective SEMESTER- V

Course Code: OE347 Course Name: New Product Design and Development

Day & Date: Wednesday 13/08/2025

Time: 2:30 To 3:30

Max Marks- 25

Instructions:

1. All questions are compulsory.
2. Figures in () parentheses within the question, indicate the scheme of marking for respective part of the question, whereas, figures in the first right column indicate total marks for that whole question.
3. CO is the index number of the Course Outcome statement.
4. The Bloom's taxonomy level (BL) for 1,2,3,4,5 and 6 is remember, understand, apply, analyze, evaluate and create respectively.
5. Assume suitable data if necessary.

	Marks	BT Level	COs
Q.1 What are the primary drivers of innovation in generating new product ideas, and how can organizations strategically harness these diverse sources to strengthen their innovation practices? Illustrate with examples of successful integration of these sources in fostering breakthrough products.	09	4	CO1
Q.2 How does the product design process facilitate the creation of innovative solutions, and in what ways do its key stages like focusing on customer insights and market dynamics ensure the successful development of products that meet market demands?	08	3	CO2
Q.3 Write the complete product mission statement for air cooler.	08	4	CO1

