

K. E. Society's
Rajarambapu Institute of Technology, Rajaramnagar
(An Autonomous Institute, affiliated to SUK)
Unit Test-II (2025-26)
Third Year B. Tech. SEMESTER- V
New Product Design and Development (OE 347)

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| Enroll No |
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| Q. P. Code |
| UT 3126 |

Day & Date : Friday 19/09/2025
Time : 10:30 To 12:30

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 How can the concept selection methods be used to benchmark or evaluate existing products? Perform such an evaluation for mobile phones you might consider purchasing. | 12 | 4 | CO3 & CO5 |
| Q.2 Summarize the relationship between customer needs and product specifications within the QFD framework with a suitable example. | 13 | 3 | CO3 & CO4 |

