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GS-722

IV Semester B.V.A. Examination, May/June 2019

PRODUCT DESIGN

**Design Research Methodology
(CBCS) (F+R) (2016-17 & Onwards)**



Time : 3 Hours

Max. Marks : 70

- Instructions :**
1. Answer **all** questions as instructed.
 2. Draw or illustrate wherever applicable

SECTION - A

I. Answer **any five** questions.

2x5=10

1. Mention the stages in product Life Cycle.
2. Expand QFD. Who invented QFD and when ?
3. What is pugh matrix ? Why it is used ?
4. Define Primary Research with an example.
5. Draw block diagram of 'Double' diamond process.
6. What are the 4P's in product planning ?

II. Answer **any four** questions.

5x4=20

1. Explain the double diamond process.
2. How you do market study for your product research ? Discuss in detail.
3. Explain basic design cycle with a block diagram.
4. List out 10 factors of product design - Specifications.
5. Draw a perpetual map for Cars with respect to cost and technology.
6. Briefly explain about mood board and lifestyle board.

P.T.O.

**SECTION - B**Answer **any three** questions.**8x3=24**

1. Differentiate between Qualitative and Quantitative analysis.
2. What is a questionnaire survey ? List out the advantages of questionnaire survey.
3. Explain in detail all the points of FRDPARRC chart and how they are represented survey.
4. What is QFD ? Explain QFD process with an example using a block diagram.

SECTION - CAnswer **any one** question.**16x1=16**

1. What is Ethnography research ? Explain the different stages involved in ethnography research.
2. Explain 'Dieter Rams' 10 principles of good design with an example for each.