

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2023

Course: Product Life Cycle
Program: MBA-OM
Course Code: LSCM 7017

Semester: II
Time : 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q1	_____ is one of the challenges presented by the Product Life Cycle for a product. a) Product development b) New product development c) Product testing d) Poor margins	2	CO1
Q2	A version of products containing only those features which are absolutely necessary for it to function. a) Expected Product b) Augmented Product c) Generic Product d) Potential product	2	CO1
Q3	_____ uses cross functional integration for concurrent development of a product. a) Value engineering b) Concurrent engineering c) Business analysis d) Value analysis	2	CO1
Q4	_____ is the reason for failure in “New Product Development Strategy”	2	CO1

	<ul style="list-style-type: none"> a) Poor product design b) Incorrect positioning c) Price too high d) All of the above 		
Q5	<p>When market reach to its saturation, the producers begin to leave the market due to_____</p> <ul style="list-style-type: none"> a) Marketing strategy development b) Decline stage c) Poor margin d) Market penetration 	2	CO1
Q6	<p>In “Product Life Cycle” a stage represents rapid growth of product sale knows as</p> <ul style="list-style-type: none"> a) Market introduction phase b) Growth phase c) Saturation phase d) Mature phase 	2	CO1
Q7	<p>Ruchi Pharmaceuticals manufactures pain relief tablets. The strips containing tablets each contain 12 tablets. Each of these strips is sent to different stores in a cardboard box, 48 of which are then stacked in a large, corrugated box. Describe why the pills are being packed in a corrugated box.</p> <ul style="list-style-type: none"> a) Branding of company b) Labelling c) Protection during transportation and handling d) Attract customers 	2	CO1
Q8	<p>In which of the following stages of product life cycle a company reduce sales promotion to take advantage of heavy consumer demand?</p> <ul style="list-style-type: none"> a) Introduction b) Growth 	2	CO1

	c) Maturity d) Decline		
Q9	Which of the following is stage of Product Life Cycle? a) Introduction Stage b) Growth stage c) Decline stage d) All of the above	2	CO1
Q10	When a new product arrives in the market with higher quality, higher value and new features better than its competitors. Such products are known as a) Superior products b) Develop superior products c) Unique superior products d) None of these	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q1	Explains the design thinking in the PLM	5	CO2
Q2	Why it is called as PDM and PLM enablers.	5	CO2
Q3	Write a short note on manufacturing automation.	5	CO2
Q4	Write a short note on PLM 2.0.	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q1	Explains the difference between generic manufacturing and digital manufacturing.	10	CO3
Q2	Describes the information and workflow management in PLM.	10	CO3
Q3	Explains the key principles and guidelines of design for manufacturability.	10	CO3
SECTION-D 2Qx15M= 30 Marks			
Q1	Explains all the stages of product life cycle with necessary diagram.	15	CO4
Q2	Describes the architecture of PDM system with necessary diagram.	15	CO4