

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**B.Tech.(ME) (2011 Onwards E-II) (Sem.-7,8)**

**PRODUCT DESIGN & DEVELOPMENT**

**Subject Code : DE/PE-3.0**

**M.Code : 72016**

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

**SECTION-A**

**1. Answer briefly :**

- (a) What do you understand by unity in visual design?
- (b) Why aesthetics is important for a product?
- (c) What is 'balance' and 'proportion' in visual design?
- (d) What do you understand by psychological use of colour?
- (e) What is 'Design for Ergonomics'?
- (f) What are manufacturing aspects of product development?
- (g) What do you understand by interrelation of colours?
- (h) What should be the outlook of a fabricated product?
- (i) What are the objectives of product development?
- (j) What is product promotion?

### SECTION-B

2. What are elementary forms and their characteristics? Explain their significance in design.
3. What is the role of shape, size and mass of a product in visual design? Explain with the help of examples.
4. What is importance of product graphics? What type of information is conveyed by the product graphics?
5. What is the product detailing? Discuss detailing for fabricated products in sheet metal.
6. Explain the role of a designer in product development.

### SECTION-C

7. How the colour of a product plays an important role in product design? Is there any role of colour apart from aesthetics?
8. How the form of a product is related with ergonomics? Explain with the help of examples and diagrams.
9. Discuss manufacturing and economic aspects of product development.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**