

CBCS SCHEME



USN

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

15ME835

Eighth Semester B.E. Degree Examination, Jan./Feb.2021

Product Life Cycle Management

Time: 3 hrs

Max. Marks: 80

Note: Answer any FIVE full questions, choosing ONE full question from each module.

Module-1

- 1 a. Define PLM and explain the need for PLM. (06 Marks)
- b. List and explain the phases of PLM. (06 Marks)
- c. List the benefits of PLM. (04 Marks)

OR

- 2 a. Define PLM strategy? Explain selection and implementation of strategy. (08 Marks)
- b. What is Product Data Management? List out the advantages of PDM. (08 Marks)

Module-2

- 3 a. Explain with figure product design life cycle. (08 Marks)
- b. Explain with a graph strategies for recovery at end of life. (08 Marks)

OR

- 4 a. Describe the recycling and human factors in product design. (08 Marks)
- b. Explain the design for 'X' and design centered model. (08 Marks)

Module-3

- 5 a. Explain with figure the various stages of new product development. (08 Marks)
- b. List the components of decision support system and explain them. (08 Marks)

OR

- 6 a. Explain the new product financial control with top down and bottom up approach. (08 Marks)
- b. With flow chart explain launching and tracking new product program. (08 Marks)

Module-4

- 7 a. Define technology forecasting and its necessity. (06 Marks)
- b. Explain the steps involved in technology forecasting under brain storming method. (06 Marks)
- c. List advantages and disadvantages of Brain Storming. (04 Marks)

OR

- 8 a. With neat figure, explain Relevance tree. (08 Marks)
- b. With flow diagram, explain combining forecast technology. (08 Marks)

Module-5

- 9 a. What is virtual product development? Give the classification of VPD. (08 Marks)
- b. Discuss the 3D CAD system and digital mockup tools used in Virtual Product Development. (08 Marks)

OR

- 10 a. Explain product data description and data models. (08 Marks)
- b. Explain what do you mean by product data technology. (08 Marks)

* * * * *

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.