

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 4 – EXAMINATION – SUMMER 2019

Subject Code: 3549272

Date: 06/05/2019

Subject Name: PRODUCT DESIGN AND DEVELOPMENT

Time: 10:30 AM To 01:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 Explain the following: 14**
- a) Product Life Cycle
 - b) IPR
 - c) Residual stress
 - d) Decision Tree
 - e) Overhead cost
 - f) TRIZ
 - g) Market Research
- Q.2 (a) Discuss the Process of Design with suitable example in detail. 07**
- (b) What is Market Segmentation? How Marketing Research is relevant to Segmentation? 07**
- OR**
- (b) Write a short note on Human Factors considered in Design of the Product 07**
- Q.3 (a) Describe the Material Selection Process in detail. 07**
- (b) Discuss in brief: Morphological Methods 07**
- OR**
- Q.3 (a) Discuss in detail Activity based Costing by quoting suitable example. 07**
- (b) How Brainstorming plays a vital role in generating new Ideas? Explain the role of Creativity in this process. 07**
- Q.4 (a) Explain Prototyping and Testing by quoting suitable example from Automobile sector. 07**
- (b) Explain the Product Development Process by keeping in view the requirements of modern consumers. 07**
- OR**
- Q.4 (a) What do you mean by creative thinking? Elaborate the role of these techniques in proper product development. 07**
- (b) What does the term “social consideration” indicates? Throw a light on Code of Ethics should be maintained in design phase. 07**

Q.5 CASE STUDY:

PepsiCo has sued nine farmers in Gujarat for alleged “rights infringement” on the grounds that they “illegally” grew its registered FC5 potato variety wherein the company has obtained exclusive PVP (plant variety protection) rights in India in 2016 (valid till 2031), infringing upon its rights under the PPV and FR Act, 2001.

A PepsiCo India spokesperson said the local unit is free to make its own decisions. “The local team at PepsiCo India is fully empowered to ‘act as owners’ and equipped to take decisions based on local market conditions,” the spokesperson said. “Beyond this, there is nothing more to add.” He didn’t respond to queries about any worries that may have been expressed by executives at the Dubai office and head office in New York.

The farmers have maintained that PepsiCo acted in violation of the Protection of Plant Variety and Farmers Right Act (PPVFR Act), which seeks to protect specified plant varieties, rights of farmers and plant breeders, and encourages development and cultivation of new varieties of plants.

For the maker of Pepsi cola, Lays chips and Quaker oats, India is a critical market at a time when mature markets such as the US have slowed. Being perceived as antifarmer could send the wrong message, experts said. The company said on Friday that “PepsiCo has also proposed that they (the farmers) may become part of its collaborative potato farming program. In case they do not wish to join this program, they can simply sign an agreement and grow other available varieties of potatoes”.

The company said in its statement that it was “compelled to take the judicial recourse as a last resort to safeguard the larger interest of thousands of farmers that are engaged with its collaborative potato farming program”.

Advocate AnandYagnik, who had appeared on behalf of the farmers, accused PepsiCo of “corporate arrogance”, adding, “An MNC enters into our farmlands, procures crops without our knowledge and frames us. It is infringing upon the right to privacy and dictating terms about what we should eat. This is unacceptable.”

Yagnik said PepsiCo officials entered farms with advocates and collected crop samples without the knowledge of farmers. “The entire process of evidence collection was flawed,” he said.

PepsiCo has registered separate cases against nine farmers of the state so far for allegedly using the potato variety, for which it has exclusive rights in India. The company also sought damages of Rs 1.5 crore each from four farmers of the Sabarkantha district. Five other farmers were sued by Pepsi-Co in north Gujarat under similar charges in 2017-18.

- (a) How do you evaluate the role of Farmers in this case? **07**
- (b) How intellectual property rights are being breached in this case? **07**

OR

- Q.5**
- (a) Do you think PepsiCo India is dealing fairly in this case? Please give your input against or favor of their strategy. **07**
 - (b) Do you support the policy followed by company to develop potatoes as per its requirements only? By doing this, should company concern about environmental environment safety? **07**