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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2013/2014**

COURSE NAME : PRODUCT DEVELOPMENT
COURSE CODE : BPC 32403
PROGRAMME : 3 BPB
EXAMINATION DATE : DECEMBER 2013/JANUARY 2014
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

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- Q1** (a) Discuss **THREE (3)** categories of the product manufacturing cost. (15 marks)
- (b) Suggest **FOUR (4)** potential cost reduction in assembly line. (10 marks)
- Q2** (a) Explain **FOUR (4)** purposes of prototyping. (8 marks)
- (b) Differentiate between focused prototypes and the comprehensive prototype. (9 marks)
- (c) Describe **FOUR (4)** steps of planning for prototype during a car development project. (8 marks)
- Q3** (a) Explain **THREE (3)** categories of intellectual property. (9 marks)
- (b) Justify **FOUR (4)** procedures of new product invention to complete a provisional patent application. (16 marks)

- Q4** (a) Outline **FIVE (5)** environmental impacts over its life cycle based on Figure Q4. (10 marks)

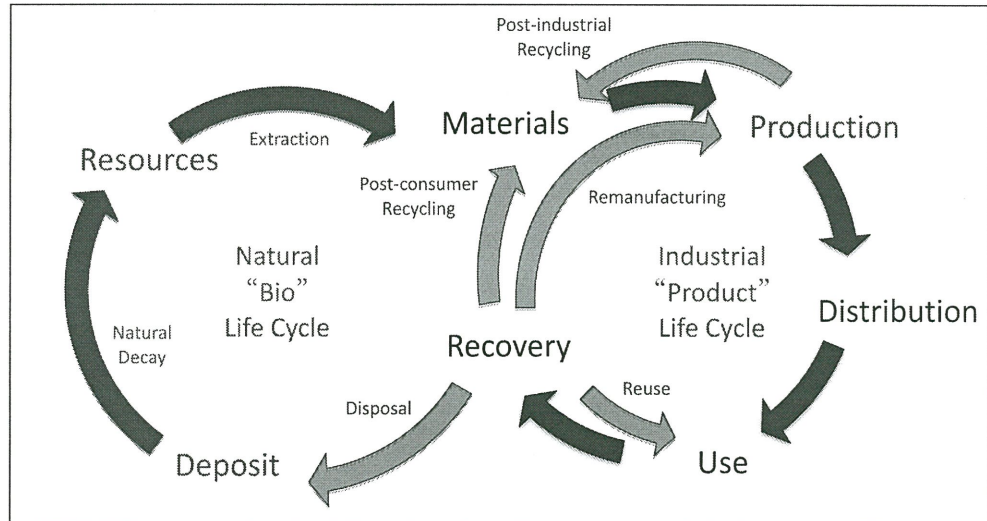


Figure Q4: The natural life cycle and the product life cycle

- (b) Propose Design of Environment process involved in all activities throughout the Product Development process. (15 marks)

- END OF QUESTION -

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