

Unit 12 - Week 10

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Assignment 10

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-11-25, 23:59 IST.

- 1) _____ is an approximate description of the technology, working principles, and form of the product 1 point
- Fixed empirical concept
 Robust concept
 Modular concept
 Product concept
- No, the answer is incorrect.
Score: 0
Accepted Answers:
Product concept
- 2) An empirical study of products is conducted for _____ 1 point
- Pushing a poor design until it works
 Gathering initial design knowledge base
 Improving the marketing strategy
 Enhancing concept generation
- No, the answer is incorrect.
Score: 0
Accepted Answers:
Gathering initial design knowledge base
- 3) Which of the following are the steps for concept capturing? 1 point
- Mapping components to functions
 Affinity diagram mapping
 Document product components
 Recording modular parametric matrix
 Derive each product's functional model
- No, the answer is incorrect.
Score: 0
Accepted Answers:
Mapping components to functions
Document product components
Derive each product's functional model
- 4) Concept generation process 1 point
- Forms -> Product functions -> Layouts -> architecture
 Product functions -> Layouts -> forms -> Architecture
 Forms -> Product functions -> Architecture -> Layouts
 Product functions -> forms -> Architecture -> Layouts
- No, the answer is incorrect.
Score: 0
Accepted Answers:
Product functions -> forms -> Architecture -> Layouts
- 5) A mathematical representation of the mapping between a product's components to its sub-functions is made using the _____ 1 point
- Functional model set
 Function-component matrix
 House of quality
 Sub function model
- No, the answer is incorrect.
Score: 0
Accepted Answers:
Functional model set
- 6) What are common pitfalls in concept generation? 1 point
- Involvement of only few in the process
 Failure to consider the usefulness of concepts
 Recording modular parameters improperly
 Considering entire category of solutions instead of few
 Considering only one or two alternatives
- No, the answer is incorrect.
Score: 0
Accepted Answers:
Involvement of only few in the process
Failure to consider the usefulness of concepts
Considering only one or two alternatives
- 7) Brainstorming and 6-3-5 comes under which method of concept generation? 1 point
- Directed (logical)
 Intuitive
 Conventional method
 Inversion
- No, the answer is incorrect.
Score: 0
Accepted Answers:
Intuitive
- 8) The direct (logical) method of concept generation is a/an _____ 1 point
- Observation of nature
 Visualization through divergent thinking
 Systematic step by step approach
 None of these
- No, the answer is incorrect.
Score: 0
Accepted Answers:
Systematic step by step approach
- 9) The brainstorming principle states that quality is prime compared to quantity at the stage of concept generation 1 point
- True
 False
- No, the answer is incorrect.
Score: 0
Accepted Answers:
False
- 10) One of the main drawbacks of brainstorming is 1 point
- Misunderstanding due to lack of clarity in vocal explanations
 Generating large volume of concepts
 Using idea generators to keep momentum
 None of these
- No, the answer is incorrect.
Score: 0
Accepted Answers:
Misunderstanding due to lack of clarity in vocal explanations