

## Unit 6 - Week 4

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## Assignment 4A

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

**Due on 2020-10-14, 23:59 IST.**

- 1) The Kano diagram for customer need analysis is a graph of 1 point
- Customer satisfaction vs Function
  - Customer complaints vs Function
  - Customer satisfaction vs Design
  - Customer complaints vs Design

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
Customer satisfaction vs Function

- 2) Under practical scenarios, the designer tries to meet the customer expectations in designing of a new product and achieves the target progressively starting from scratch. This results in the \_\_\_\_\_ curve in the Kano diagram 1 point

- Basic performance curve
- Delighted performance curve
- Expected performance curve
- Disgusted performance curve

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
Delighted performance curve

- 3) Customer needs that keep changing with the technological advancements fall under the category of 1 point

- Constant needs
- Latent needs
- Niche needs
- Variable needs
- Direct needs

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
Variable needs

- 4) While gathering the customer needs, which method will give you the most information per quality of effort 1 point

- Questionnaires
- Focus groups
- Being the customer
- Interviews

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
Interviews

- 5) The customer use pattern of a product can be depicted using 1 point

- S-curve
- Kolb modelling cycle
- Activity diagram
- Like/Dislike method

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
Activity diagram

- 6) The latent needs that can be identified from the product assembly block are 1 point

- Less number of parts for assembling
- Cardboard box for packaging
- Ease of assembling
- Truck for delivery
- Snap fit design
- Lightweight

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
Less number of parts for assembling  
Ease of assembling  
Snap fit design

- 7) Affinity diagram method is a part of which process 1 point

- Organising customer needs
- Marketing the product
- Ideation
- Understanding the product opportunity

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
Organising customer needs

- 8) The relative importance of a customer need after implementing affinity diagram is expressed in terms of \_\_\_\_ 1 point

- Percentage
- Ranking
- Normalization
- None of the above

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
Ranking

- 9) Conversion of the subjective customer needs into precise objective product targets is performed by developing \_\_\_\_\_ 1 point

- Customer needs evaluation
- Affinity diagram
- Product specifications
- Mission statement

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
Product specifications

- 10) The quantitative measurable criteria that the product should be designed to satisfy are 1 point

- Metric
- Usability
- Weight
- Value

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
Metric  
Value