



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

Razak Faculty of Technology
and Informatics

POST MODULE ASSESSMENT
SEMESTER I – 2021 / 2022 SESSION

COURSE CODE : MRSF 2243
COURSE NAME : NEW PRODUCT DEVELOPMENT
PROGRAMME : MASTER OF SCIENCE ENGINEERING DESIGN)
DURATION : 4 WEEKS
DATE : 21 JANUARY 2022

INSTRUCTION TO CANDIDATES:
ANSWER ALL QUESTIONS

(You are required to write your name and your lecturer's name on your answer script)

NAME	:
I.C NO.	:
YEAR / COURSE	:
STUDENT'S SECTION	:
LECTURER'S NAME	:

This PMA question consists of (3) printed pages only including the cover page

(MARKS = 40%)

QUESTION

1. Choose one appropriate topic related to NEW PRODUCT DEVELOPMENT to be discussed.

Tips:

The topic can be selected based on the listed item below, but not limited to:

(i) Industries, (ii) types of companies, (iii) scope of studies, (iv) issues, (v) countries

2. Critically review or case study and analyse recently published journal papers related to NEW PRODUCT DEVELOPMENT practices on the selected topics.

(CLO1, CLO2, CLO3– 30 marks)

3. Students must write any of the following review or case study topics in the quality of a conference or journal paper with all the above.

(CLO2– 10 marks)

The write-up must follow the format given in the template (file “PMA_Template”) and the total pages number between 10 to 12. Use any suitable papers or articles from a printed or online database to make up the write-up. Select the recent articles to be student references, and the number of references should not be less than 15.

1. Review of the strategies and the need for new product development.
2. Review the new product development to sustain the technology and its position in the automotive sector of eco-friendly vehicles (example: electric/hybrid / solar car).
3. Review of the socio-economy contributions to the success of new inventions in technology in a developing country.
4. Review the future of tablet technology versus a laptop.
5. Bio-fuel: A challenge in product development and resources availability.
6. Modernisation of agriculture product development.
7. Empowerment of research and new product development in the small and medium industry.
8. New technology already developed in your industry, investigating the role of institutional relating new technology for innovation.
9. Strategic management of new product development (Technology, science, invention, innovation) - Framework
10. Promoting new product development – technology tree

All PMA will go through “TURNITIN” to screen the Overall Similarity Index. The accepted similarity index should not be more than 20%.

Points	Weight	1	2	3	4	Total
Contents	5	-Failed to meet content requirement -Incomplete summary -Evidence of plagiarism	-Little or somewhat understanding to the topic -Non-sensible summary -References did not meet requirement	-Good grasp on the topic -Good summary -References meet the requirements	-Excellent summary -Exceeds average peer perspective and understanding -Significant amount of references used	/20
Consistency	1	-Too many repetitions -Lack of consistency in giving out opinions	-A bit inconsistent -Repeats a lot of information	-Consistent -Avoid most repetitions	-Maintain good consistency of language -Sharp focus on own's opinion	/4
Clarity	2	-Not clearly elaborated	-A bit cloudy on topics -A lot of grammatical mistakes	-Good elaborations though can be improved	-Perfect elaboration of topics with good usage of grammar	/8
Conditions	1	-Minimally organized -Figures and tables are not referred in the text	-Less organized and a lot of writing mistakes -Placement of figures and tables a bit off from the text	-Good spacing and length of paragraphs -Good placement of tables and figures	-In depth and well organized -Perfect spacing and placement of tables/figures	/4
Cosmetics	1	-Did not follow the format assigned completely	-Some miss spots here and there	-Good length and a little bit miscues on formatting	-Perfectly meeting the length requirement -Follows the format perfectly	/4