

S-72.3510 PRODUCT DEVELOPMENT OF TELECOMMUNICATION SYSTEMS

Closed-Book Examination on Thursday 11.3.2010

Answer for four questions only in the following list. Note: Number in parenthesis refers to the required number of items for each question when applicable.

G1 Explain the aims of the feasibility study and what the planning and managing the study include (3) *organization
implementation
control*

G2 What could TVO have done better when ordering a nuclear power plant? (3)

G3 What are the three basic principles of managing the project organization? Explain briefly (3) *roles responsibility*

G4 Describe actions taken from NASA's Mars Climate Orbiter Project failure (5)

G5 What is quality circle? How it works?

G6 What are the two basic approach of Sony towards maintaining and improving quality systems, and explain them briefly?

G7 Explain Mazlow's Theory of Needs. How does the theory help marketers? *physic
safe
social
Esteem
self actualize*

G8 List five of the most important marketing mistakes which might lead to product failures?