

S-72.3510 Product development of Telecommunication Systems
Exam 10.5.2010

Number in parenthesis refers to number of items intended to be discussed in each question.
Please answer as briefly as possible using bullet points.

Answer your selection of five questions only!

If you answer more than 5 questions, your best answers will not be taken into account!

G1 Explain the aims of the feasibility study (3).

G2 List items needed to be taken into account when outsourcing projects (3)?

G3 Why it is important to retain functional organization in a versatile Project organization (3)?

G4 List actions taken based on NASA's Mars Climate Orbiter Project failure (3).

G5 Explain what QFD is, and how do we benefit (3) from it?

G6 What were the Total Quality Management parameters of Nokia Siemens Networks in Indonesia? (3)

G7 Explain the key points in Mazlow's Theory of Needs (3). How does the theory helps marketers?

G8 In what situations and why does marketing research tend to produce misleading results and how could companies prevent that?