

S-72.3510 PRODUCT DEVELOPMENT OF TELECOMMUNICATION SYSTEMS

Closed-Book Examination on Wednesday 7.5.2008 Answer for five questions only in the following list. Note: Numbers in parenthesis refer to the required number of items for each question if not otherwise indicated.

G1 (Innovation Management): Describe properties a good innovation system and relating roles (4)?

G2 (Project Management): List the R&D resources that a company must have to be functional? Please include material and immaterial resources. You may also include any resources may give a competitive edge compared to competitors (3).

G3 (Collaboration): What are the advantages (3) and disadvantages (3) in 'virtual company' -model?

G4 (Marketing & UCD): What are the key principles (4) of a Customer Visit Program? Give a motivation for the principles.

G5 (Quality Management): What are the main properties of Total Quality Management TQM (4)?

G6 (E-commerce) List inhibitors of any consumer's use of the Web (4)!

G7 (Pricing) Name and give a short description (one sentence) of variables that are related to High-Tech pricing environment (4).

G8 (Leadership): Describe briefly (one sentence for each point) how to create respectful and open environment (4)?