

# S-72.3510 Product Development of Telecommunication Systems

*Closed book exam on Wednesday, 18<sup>th</sup> of May, 2011*

Please answer 4 questions only.

Note that you may not answer question of your own group!

Indicate in your answering sheet also your own group number.

Number in parenthesis refers to the number of items to be discussed in your answer:

G1: What are the main tenets (points) of the five major theories of creativity?

G2: Briefly characterize New Product Development Strategy (3)

→ G3: What is the difference between product/service bundling and differentiation?

→ G4: What is the principal role of finance manager (4)?

G5: Briefly list some differences between entrepreneurs and leaders (3)

G6: What is meant by agile project management ?

G7: List some Total Quality Management (TQM) Principles (3)!

→ G8: Explain the paradox why global can be local, eg why the glocal is used.