Review of Topic 5

Self-Check Questions

1. Why is it necessary to document a product explicitly?

2. What techniques do we use to define a product?

3. In what ways is product strategy linked to product decisions?

4. Once a product is defined what documents are used to assist production personnel in its

manufacture?

5. What is time -based competition?

6. Describe four organisational approaches to product development. Which of these is

generally thought to be best?

7. Explain what is meant in service design by the moment of truth.

8. What is meant by sustainability in the context of operations management?

9. What strategic advantages does computer-aided design provide?

10. Explain how the house of quality translates customer desires into product/service

attributes.