

Self check

1 The objective of research and development is to bring about technological change and innovation within:

- a** Services and products to be sold
- b** Service delivery systems and processes used

c Both a and b

2 Applied research is concerned with:

- a** Practical applications and solutions to practical problems
- b** Increasing knowledge, making discoveries and establishing new practices that may eventually be used on a commercial basis

c Both a and b

3 The third step in the design and development process for services and products is:

- a** Generating ideas
- b** Testing prototypes

c Feasibility study

4 One purpose of testing prototypes is to:

a Eliminate those ideas that do not appear to have high potential

b Understand whether customers will buy the service or product

c Illustrate the aesthetic dimension and check the functionality of an idea

5 If the cash generated is greater than the cash used by a service or product, it is considered to be a:

a Cash cow

b Star

c Dilemma

6 With a repeat service or product, the company typically wins orders on:

a Unique capability

b Repeat business or recommendations

c Price

7 Which of the following is **not** an operations technique or approach related to design:

a Quality functional deployment and the house of quality

b Statistical process control

c Taguchi method

8 'Use value' can be classified as:

a The properties and qualities that accomplish the function of a service or product

b The properties, features or attractiveness that cause people to want or own a

service or product

c Both a and b

9 Which of the following is **not** typically a method used to speed up the process of designing and introducing services and products:

a Using standard parts and modular design

b Overlapping development stages

c Quality functional deployment

10 An example of an advantage of variety reduction is:

a Reduced inventory

b Reduced operations runs

c Increased downtime through changeovers