

Product Development Management

IAR061

2019-08-20, 14.00 – 18.00

Maximum 2 pages per question – 10 total

Please write your student code on each page

The exam result will be published in LADOK no later than after 15 working days. Reviewing of the exam takes place at the division of Innovation and R&D management on Wednesday September 4 at 12.00. Only obvious errors, such as errors in the summing of the result will be corrected later. When the student chooses to bring the exam home all possibilities for correction of the result ends.

Questions will be answered in the room around 15.30
by Lars Trygg

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Master in Product Development
Chalmers University of Technology

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1. Project Portfolio management and Stage-gate processes

- a) What are the goals with Project portfolio management and what methods and tools can you use in order to achieve these goals (5p)
- b) Discuss the fundamental principles behind the Stage-gate process idea. (5p)

2. Technology strategy and the time to market

- a) What is the objective of a technology strategy and which areas does it usually address? (5p)
- b) Discuss five reasons why it can be beneficial to bring competitive products to the market more rapidly than competitors. (5p)

3. Platforms and product development methods and tools

Discuss alternative views of what a platform is. (4p). Also, describe the basic principles around the methods QFD and DFA, i.e. what the methods aim for and the basic working procedure (4p). When, in a generic product development process, can these methods (QFD & DFA) come to play? (2p)

4. The development framework and enhancement of capability

The development process is a complex set of activities that extends over a considerable time period. Describe the six basic elements in the framework, presented by Wheelwright & Clark, senior management can use for understanding that complexity (6p). Which are the basic approaches for building and enhancement of the development capability proposed by the authors? (4p)

5. Types of development projects and the contract book

- a) Wheelwright and Clark classify development projects into different categories or types. Which are these categories and what is the primary distinguishing dimension? (5p)
- b) What is the aim/purpose and content in a Heavyweight team contract book? (5p)

Good luck / Lars