

International Islamic University Chittagong

Department of Business Administration

Program: MBA

Final Examination, Spring-2022

Course Code: **SCM-5506**

Title: **Product and Service Development**

Time: 03.00 hours

Marks: 40

[Answer any four (4) of the following questions. All questions are of equal marks.
All parts of the same question must be answered serially]

1. a. "At any single evaluation point in the new product process, the new product manager faces the four situations"-explain the statement based on risk matrix and payoff matrix. 4
b. The decay curve is partly a plan and partly a result-elaborate the statement. 2
c. Discuss in brief the four concepts of planning an evaluation system for new product development. 4
2. a. What is design? Write down the principles of universal design. Discuss in brief the contributions of design in the new product process. 6
d. What is a team? How to build a team for new product development? 4
3. a. Illustrate the facilitating role of services in an economy. To what extent the modern industrial economies are dominated by employment in the service sector? 3
b. What is service dominant logic? Identify and critique the six distinctive characteristics of a service operation and explain its implications for the managers. Describe a service using the service package dimensions. 7
4. a. What is Service Design? Discuss in brief the new service development cycle. 5
b. Use the "Strategic Service Vision" framework to describe South-West Airlines in terms of target market segment, service concept, operating strategy, and service delivery system. 5
5. a. Define service quality. What are the five dimensions of service quality? What is service recovery & walk-through audit? 5
b. Illustrate how Taguchi methods and Poka-yoke methods are applied to quality design. 5
6. Write short notes on the following: 10
 - i. Differentiation in service
 - ii. Focus strategy in service
 - iii. Cumulative Expenditures Curve
 - iv. A-T-A-R model
 - v. Product architecture and product prototype