

# Assessment

## ***New Product Introduction*** ***First Edition***

The objectives of this book are:

- To discuss improvements in new product introduction
- To explain necessary key business documents
- To discuss changing organizational structures
- To present the major phases of new product introduction



## **Assessment Questions for New Product Introduction, First Edition**

*Select the best response.*

1. The principle benefit of a rigorous new product introduction process (NPI) is that it addresses a growing company's usual problem of:
  - A. Lack of competitiveness
  - B. Lack of standardization
  - C. Market share
  - D. Product complexity
2. Companies today are forced to formalize their NPI processes in order to reduce development time and costs without sacrificing quality.
  - A. True
  - B. False
3. Continuous process improvement (CPI):
  - A. Identifies a problem
  - B. Determines a problem's root cause
  - C. Takes corrective action
  - D. All of the above
  - E. A and B
4. Completion of a product will be more likely to be delayed if the decision-making process involves:
  - A. Many people
  - B. Few people
5. In addition to a traditional formal organization, companies now need an informational organization that is:
  - A. Team-based
  - B. Hierarchical
  - C. Interconnected
  - D. A and C
  - E. B and C

6. A flaw in much company training is that executives:
  - A. Do not participate
  - B. Are the only ones trained
  
7. In terms of on-time delivery, poor customer service can usually be attributed to:
  - A. Inaccurate customer forecasts and order changes
  - B. Poor account management
  - C. Purchasing errors
  - D. All of the above
  - E. A and B
  
8. The business plan of a company:
  - A. Articulates the company's values and mission
  - B. Delineates functional strategies
  - C. Details product development
  - D. All of the above
  - E. A and B
  
9. A company can compete based on:
  - A. Quality
  - B. Service
  - C. Price
  - D. All of the above
  
10. A company's research and development strategy must be closely tied to the needs of:
  - A. Suppliers
  - B. Marketing
  - C. Personnel
  - D. Management
  
11. The market requirement document should describe:
  - A. Customer needs
  - B. How the product will meet customer needs
  - C. Financial benefits
  - D. All of the above
  - E. A and B

12. A good way to reduce costs and increase profits is to:
- A. Strive for commonality of parts
  - B. Develop customer-made components
  - C. Remove cost-of-living increases for labor
  - D. Define engineering parameters
13. In establishing a timeline for the NPI process, dates should be indicated:
- A. Daily
  - B. Weekly
  - C. Bi-weekly
  - D. Monthly
14. It is desirable for a company to have several research and development strategies.
- A. True
  - B. False
15. Successful companies today embrace a philosophy that maximizes:
- A. Middle management
  - B. Teamwork
  - C. Fully informed employees
  - D. All of the above
  - E. B and C
16. A GAPP analysis is:
- A. A process of comparing the current and required skills of the workforce
  - B. Often expensive if done throughout the company
  - C. Only used for identifying “hard” skills
  - D. A and B
  - E. A and C
17. Workers should be trained before rather than after they have been selected to be members of the NPI team.
- A. True
  - B. False

18. A Gantt chart is:
- A. A chart detailing tasks to be accomplished
  - B. A log that records key decisions
  - C. A project time table with tasks for each phase
  - D. A chart detailing slipped due dates and cost overruns
19. The major objective of the investigation phase of the NPI process is to:
- A. Translate customer needs into detailed technical requirements
  - B. Decide if a new product is feasible
  - C. Prove the integrity of the product design
  - D. Determine the capability of planning, building, testing, and servicing the product
20. Possible engineering change orders (ECOs) should be:
- A. Anticipated as part of the hidden cost of manufacturing
  - B. Included in the product cost
21. Two major objectives of the design phase are to:
- A. Prove the integrity of the design
  - B. Test the manufacturing processes by producing units in a production environment
  - C. Produce pro forma P+L statements
  - D. A and B
  - E. B and C
22. Evaluating how well the product processes worked should occur in the:
- A. Manufacturability phase
  - B. Design phase
  - C. Postmortem phase
  - D. Investigation phase
23. In today's successful company, jobs must be structured so that:
- A. Continuous learning takes place
  - B. Workers do not question established company parameters
  - C. Workers are not burdened with company-wide problems

24. For breakthrough thinking to occur:

- A. A channel must exist for the flow of ideas
- B. People must be valued as key resources
- C. Such thinking must be part of every job description
- D. All of the above

25. A business environment that encourages change:

- A. Can be established by any employee
- B. Must be driven from the top down
- C. Is most effective if driven from bottom to top

## **Answer Key for New Product Introduction, First Edition**

### ***Recommended response (Corresponding workbook page)***

1. B (4)	6. A (9)	11. E (25)	16. D (43-44)	21. D (58)
2. A (5)	7. E (10)	12. A (28)	17. A (44)	22. C (62)
3. D (7)	8. E (20)	13. B (31)	18. C (46)	23. A (83)
4. A (8)	9. D (21)	14. B (24)	19. A (57)	24. D (88)
5. D (8)	10. B (24)	15. E (39)	20. B (57-60)	25. B (85)