Homework- Chapter 4

1. How does the QFD approach help? What are some limitations of the QFD approach?

2. For each of the organizational structures (project, functional, matrix), name one product/project for which that structure would be appropriate and justify based on the pros and cons we discussed in class.

3. Concurrent engineering is a business strategy which replaces the traditional product development phases with one (or at least fewer) in which tasks are done in parallel and there is an early consideration for every aspect of a product's development process. Name a few pros and cons of this approach based on the examples we discussed in class.