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EBU5608 Product Development and Management

Revision

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Agenda

- Exam Structure
- Type of Questions
- Topics for Revision
- Tips for Revision
- Tips for Exam Day
- Common Mistakes
- Exam Practice Exercise

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Exam Structure and Type of Questions

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Exam Structure

○ You have to answer **ALL COMPULSORY 3** questions

- Q1: (30 marks)
- Q2: (30 marks)

○ Some questions will may ask you for **examples** or to use **diagrams** where they help your explanation.

- Q3: Article-based questions (40 marks)

    An article will be given to you a few days before the exam, so that you will have sufficient time to read and think.

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Exam Structure

The exam questions may have structure such as below:

▶ Q1: (30 marks)
  ▶ Part A: Define/concepts
  ▶ Part B: Describe/examples

▶ Q2: (30 marks)
  ▶ Part A: Define/concepts
  ▶ Part B: Briefly describe

▶ Q3: Scenario-based questions (40 marks)
  ▶ Part A:
  ▶ Part B:

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Exam Structure

○ There are no complex calculations or multiple choice questions
○ **70%** of overall mark

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Exam Questions Verbs

- **Define**: Clearly explain what a particular term means and give an example, if appropriate, to show what you mean
- **Explain**: Set out in detail the meaning of something, with reasons. Start by introducing the topic give the 'How' or 'Why'
- **Describe**: Give a clear description that includes all the relevant features – think of it as 'paintings a picture with words'
- **Discuss**: Examine, analyse carefully, and present considerations pro and con regarding the problems, or items involved; give a complete and detailed answer.
- **Compare/Contrast**: Identify the main factors that apply in two or more situations and explain the similarities and differences or advantages and disadvantages.

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How to analyse an article

- Read the article in depth to begin to absorb the facts and start thinking of approaches/solutions to the set questions.
- Carefully consider any tables/charts in the article, as authors usually don't add them unless there is a reason, often these numbers are telling a story that is important to the situation and your evaluation of it.
- At this point you should begin to outline what the key issues are. Until you do this you are unable to start interpreting, evaluating, drawing out implications or linking together related issues, since you had not decided what to analyse, or which techniques might be appropriate.
- Interpret, evaluate, draw out implications or link together related issues.

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Topics Covered

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Topics week by week

Teaching Week 1
- o Topic 1 - Introduction Product Development
- o Topic 2 - Digital Transformation and Digital Products
- o Topic 3 - Business Environment and Economic Environment
- o Topic 4 - Innovation
- o Topic 5 - Opportunity Identification

Teaching Week 2
- o Topic 6 – Product Planning
- o Topic 7 – Identify Customer Needs
- o Topic 8 - Concept Development
- o Topic 9 - System Level Design
- o Topic 10 - Detail Design and Prototypes

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Topics week by week

Teaching Week 3
- o Topic 11 - Design for Manufacturing
- o Topic 12 - Production Ramp-up and Robust Design
- o Topic 13 - Managing Intellectual Property
- o Topic 14 - Introduction to Management
- o Topic 15 - Managing Product Development Projects

Teaching Week 4
- o Topic 16 - Quality Management and Continuous Improvement
- o Topic 17 - Marketing Strategy for New Products
- o Topic 18 - Start-ups and Entrepreneurship
- o Topic 19 - Cybersecurity and Managing Risks

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Exam Skills and Common Mistakes

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Tips for Revision

- Begin revision early, **not at the last minute**
- Revise **lecture notes** (see latest versions to QM+)
- For further reading: core textbook, other textbooks
- **Tutorial exercises** with **sample answers** are also on QM+ – they can give you good **examples** to use to illustrate your answers
- Understand the layout of the exam paper
- Practice using past exam papers (see on QM+) and invent your own questions
- Discuss past exam papers and answers with friends

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Tips for Revision

- Time yourselves answering questions without looking at your notes. How long do 3 questions take to answer – allow enough time for all questions
- If you still don't understand something, put a question on the **"Student Forum"** on QM+

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Tips for Exam Day

- Check that you have the right exam paper
- Fill out personal details as required – give the correct **QMUL ID Number** and **BUPT ID Number**
- Read ALL instructions slowly, at least twice
- Take time at the beginning to read the questions carefully, at least twice. Always check all pages
- Highlight key words, notice how many parts there are to the question
- Read questions through again very slowly to make sure you have not misunderstood any key word. Divide your time equally among questions
- Give full answers based on the instructions

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Common mistakes

These are examples taken from the way students answered earlier exam papers

○ Some students **did not read the question correctly** and gave a different answer – occasionally for a different topic! If you do this, your answer will not be awarded any marks

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Common mistakes

- ○ Where **examples** or **diagrams** were specifically asked for and they were not given as part of the student's answer.
  - If a question asks for examples or diagrams, this means that a number of the marks have been allocated for examples or diagrams.
  - **If you do not give examples** or **diagrams, you will not get those marks.**
- ○ Some of the examples that were given were **completely irrelevant** - so marks were not awarded for them

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Common mistakes

- ○ **Some students wrote very little**
  - For example, if a question asked to "**Explain**", "**Describe**" or "**Discuss**" a topic, then we would expect to see between 1-2 pages as an answer.
  - Some answer books a) only had ¼ or ½ of a page written for each question, or b) just copy/paste the slides 'content.
  - It is impossible to receive significant marks, and certainly not full marks, when so little is written.
  - **Practice** writing the amount you need for each question.

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Common mistakes

- o Student ran out of time. You can avoid this by
  - **Planning** your time in the exam
  - **Practicing** answering exam questions in advance

- o Answers included the use of **'etc.' or 'and so on'**
  - It is not possible for the examiners to know what the student is trying to say here – it is vital that the **full answer**, even in list form, is given

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For questions

- o Any questions about the topics, exam please post on QMPlus **"EBU5608 Student Forum"**

  - **Questions posted in the last 24 hours before the exam, will be ignored**

  - **Do NOT email your lecturer – direct emails to lecturers will be ignored**

  - **Do NOT send WeChat messages to your lecturer – they will be ignored**

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