Q2.

By following an Agile-Scrum approach.

* Product owners should meet with the customers in order to know their requirements
* The targets must be achievable and not ambitious as it would reduce backlog and increase average output
* Short term targets allow for easy inclusion of emergency product issues

Q3.

The ways of working of Service Inc. engineering management is hierarchical and bureaucratic which would work for sustenance, but for a pure product engineering operation being agile is an imperative and thus Service Inc. cannot be relied upon for product line roadmap, in spite of its army of quality professionals with certifications.

Product Inc. is a flat organization with open offices, where engineers and managers Including VPs and SVPs share open cubicles, with the senior managers having offices in corners where engineers do not need to go often, and are designed with dedicated conference rooms for meetings.