

## Internet research

Search for the keywords *W Edwards Deming*. Who was he and what role did he play in the quality movement? Summarize your findings and report back to the class.

## Speaking

5 Work with a partner. Decide whether these adjectives refer to quality positively (+), negatively (-) or both (+/-). Use a dictionary to help you decide.

cracked disposable durable flawed flimsy fragile  
heavy-duty poorly-designed reliable scratched shoddy tough

6 Tell your partner about a product you bought that you are either pleased with or dissatisfied with. Use the adjectives in Exercise 5 to explain why.

## Collocations

7 Match the words 1-10 with a-j to make common collocations relating to quality standards.

- |              |                   |
|--------------|-------------------|
| 1 best       | a) requirements   |
| 2 customer   | b) expectations   |
| 3 statutory  | c) fault          |
| 4 design     | d) improvement    |
| 5 continuous | e) practice       |
| 6 resource   | f) objectives     |
| 7 industry   | g) assurance      |
| 8 quality    | h) specifications |
| 9 measurable | i) management     |
| 10 technical | j) standard       |

8 Match the collocations in Exercise 7 with the meanings below.

- 1 how the materials, investment or labour to produce a product or service are managed
- 2 a flaw in a product which is due to it being poorly designed
- 3 the qualities that the end user believes the product or service should have
- 4 what the Japanese call *kaizen*, constantly improving the product and process
- 5 the precise guidelines which establish how the product should be built
- 6 the accepted norm in a particular field of business
- 7 defined targets established to measure improvements in quality
- 8 compulsory rules imposed by the government
- 9 the most suitable or efficient way of doing something
- 10 the system put in place to ensure that quality targets are met

## Discussion and presentation

9 Work in small groups. You are the product development team responsible for developing one of the following products: a disposable plate, a dishwasher, a supermarket bag, a mobile phone, a car tyre or your own idea. Choose a product and define what level of quality you want to achieve. Think about the following points.

- the quality of the final product for the end user
- the quality of the materials you will use
- how long you intend the product to last
- whether you want to have a high or low profit margin
- whether you intend it to be an upmarket or a cheap product

10 Take turns to present your product concept to the other groups. Be prepared to answer questions and explain your strategy. Vote for the best product concept.

