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

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

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

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

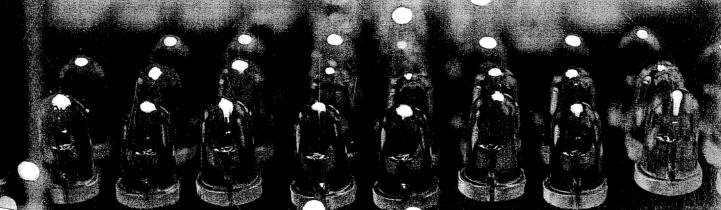
- 1 bes
- 2 customer
- 3 statutory
- 4 design
- 5 continuous
- 6 resource
- 7 industry
- 8 quality
- o quanty
- 9 measurable
- 10 technical

- a) requirements
- b) expectations
- c) fault
- d) improvement
- e) practice
- f) objectives
- g) assurance
- h) specifications
- i) management
- standard
- 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
- 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

- 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.



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