Questions for Discussion

While watching the 50-minute video, “21st Century Jet,” please answer the following questions.

Was the design of the Boeing 777 driven by market push or technology pull? Explain.

How was the customer involved in the design and development of the 777?

What was top management’s involvement in the design and development of the 777?

What role did suppliers/subcontractors play in the design and development of the 777?

How was cross-functional integration achieved during the design and development of the 777?

Which mode of communication (Mode 1 – Mode 4) characterizes Boeing’s product development process for the 777? Explain.

What types of prototypes did Boeing use during the design and development of the 777?