

R17

Code No: 741AH

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA I Semester Examinations, April/May-2019

TECHNOLOGY MANAGEMENT

Time: 3hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) Write a brief note on the importance of Technological Innovation. [5]
- b) Describe techniques of evaluating R& D ventures. [5]
- c) State the methods of resource allocation for R&D projects. [5]
- d) Explain the need of technological forecasting. [5]
- e) How do you categorize the technology transfer? [5]

PART - B**5 × 10 Marks = 50**

2. “The basic concept of MOT as an interdisciplinary field of study and application” justify the statement and brief on conceptual frame work of MOT. [10]
- OR**
3. Explain, how research and development is a business and how R&D strategies are selected and implemented in business. [10]
4. Discuss the need and importance of financial evaluation of research projects. Explain the role of risk as a financial factor in selection of a project. [10]
- OR**
5. Explain and illustrate the process of technology generation. What aspects would you keep in mind while managing and monitoring R&D projects? [10]
6. “Technology planning is a central component of corporate business planning” exemplify the statement and discuss different project planning and control techniques. [10]
- OR**
7. Discuss stages involved in developing new product and explain how to reduce new product development time with the support of market research. [10]
8. Why is technology forecasting necessary? Explain the need for technology forecasting under situations of (a) no control (b) Partial control; and (c) full control. [10]
- OR**
9. How to evaluate the quality of technology forecasting methods and brief on the role of technological forecasting on corporate decisions. [10]

10. Discuss the commonly used pricing methods in technology transfer and what principal are generally available on enterprise-to-enterprise level in technology transfer? Explain. [10]

OR

11. Explain in brief on general guidelines to be followed for transfer and absorption of imported technologies and brief on negotiation for price of MOT. [10]

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