

R17

Code No: 741AH

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA I Semester Examinations, October/November-2020

TECHNOLOGY MANAGEMENT

Time: 2 hours

Max.Marks:75

**Answer any five questions
All questions carry equal marks**

1. Explain R & D Strategy in the decision making process. [15]
2. Discuss the various techniques of R & D Ventures. [15]
3. Discuss the allocation of resources for R & D Projects. [15]
4. Explain about the R & D Financial Forecasts. [15]
5. Discuss market research for developing new products. [15]
6. Explain the commercialization of Research Outcomes. [15]
7. Explain and classify various techniques of forecasting. [15]
8. Discuss various modes of Technology Transfer. [15]

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