

R19

Code No: 761AH

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 in detail technological innovation as a conversion process. [15]
2. Discuss the factors contributing to successful technological innovation. [15]
3. Describe the collaborative arrangements in domains of technology strategy. [15]
4. Explain the productivity of in-house Research and Development. [15]
5. Discuss new product development as a competitive strategy. [15]
6. Explain about developing indigenous substitute for raw materials. [15]
7. Explain about the price of technology transfer. [15]
8. Explain how you manage environmental analysis in organizations. [15]

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