

Code No: 741AH**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA I Semester Examinations, July/August - 2021****TECHNOLOGY MANAGEMENT****Time: 3 hours****Max.Marks:75**

Answer any five questions
All questions carry equal marks

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1. Explain the importance of technological innovation in organizational conversion process and brief on the critical success factors affecting technological innovation. [15]
2. Discuss the methods of resource allocation to R&D and explain role of R&D strategy in the decision making process. [15]
3. Critically examine the role and importance of financial evaluation in research project development and describe the financial factor impact on selection of a project. [15]
4. Explain the purpose of financial forecasts in determining the viability of R&D projects and explain the techniques of evaluating the R&D projects. [15]
5. How Market Research supports the new product development process and explain the steps for effective industrial design with suitable illustrations. [15]
6. Explain the steps in technology forecasting with an example of current status (COVID 19) and brief on the techniques enabled in organization of technological. [15]
7. What is technology transfer and state the role of technology transfer professionals in technological development and brief on the modes of technological transfer. [15]
8. Discuss pricing strategies of technology transfer with illustration and overall guidelines to be followed for transfer and absorption of imported technologies. [15]

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