

Code No: 761AH**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**

1. Define Technology. Discuss the need for conceptual approach to technology management. [15]
- 2.a) Describe dynamics of technology diffusion.
b) Supposing your firm has innovated a new technology, which factors would you focus more for a faster diffusion of innovation. [7+8]
3. Explain the need for cost effectiveness, financial forecasts in financial evaluation of R&D and brief on project selection formulae. [15]
4. What is the influence of risk factor in R&D project evaluation and discuss the techniques of evaluating R&D ventures. [15]
5. Discuss briefly about
a) Developing indigenous substitute for raw materials.
b) Project termination [7+8]
6. Elaborate on the significance of
a) Portfolio planning
b) Product architecture and design for manufacture. [7+8]
- 7.a) Explain the exploratory and normative techniques of technology forecasting.
b) Why do organizations need technological intelligence? How do you classify the levels of technological intelligence? [7+8]
- 8.a) Examine the modes of technology transfer in detail.
b) Discuss on negotiation for price of management of technology. [7+8]

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