

**Code No: 761AH****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA I Semester Examinations, May - 2022****TECHNOLOGY MANAGEMENT****Time: 3 Hours****Max.Marks:75**

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

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- 1.a) Explain technological innovation as a conversion process, justify your answer. [8+7]  
b) Discuss the characteristics of Innovative Firms. [8+7]
- 2.a) Explain the dynamics of diffusion. [8+7]  
b) Discuss factors that drive the process of diffusion. [8+7]
- 3.a) Explain the evolution of technology appropriation principles. [8+7]  
b) Discuss external sourcing of technological capability. [8+7]
- 4.a) Discuss the productivity of in-house R&D. [8+7]  
b) Explain the influence of environmental trends with respect to technology strategy. [8+7]
- 5.a) Explain the concept of new product development. [8+7]  
b) Discuss why new product development is considered as a competitive strategy. [8+7]
- 6.a) Explain market research for developing new products. [8+7]  
b) Discuss how research outcomes can be commercialized. [8+7]
- 7.a) Explain organization for technological forecasting. [8+7]  
b) Discuss various modes of technology transfer. [8+7]
- 8.a) Explain the mechanism for data collection. [8+7]  
b) Discuss contemporary challenges in mapping the technology environment. [8+7]

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