

Code No: 741AH**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**

- 1.a) Discuss the basic nature of research and development and summarize its competitive advantage.
- b) Discuss about the technological innovation as a conversion process. [7+8]
- 2.a) What are the factors contributing to successful technology innovation.
- b) What are the stages of New Product Development? [8+7]
- 3.a) Explain the process of resource allocation for R&D ventures in an competitive environment.
- b) Bring out the various approaches for financial evaluation of R&D ventures. [7+8]
- 4.a) Enlighten about the project selection formulae and how project selection in very important.
- b) What is the importance of cost effectiveness in R&D projects? [7+8]
- 5.a) What is R&D portfolio? What is the approach to develop a balanced R&D portfolio?
- b) What is project termination? What are the circumstances leading to project termination? Explain. [8+7]
- 6.a) Enlighten about the portfolio planning and project planning in detail.
- b) What is the importance of developing indigenous substitute for raw material imports? [10+5]
- 7.a) Describe about the classification of forecasting techniques.
- b) What is the importance of technological forecasting? What is the relevance of growth curve in technological forecasting? [8+7]
- 8.a) What are the approaches to pricing of technology transfer? Explain.
- b) Describe about the modes of technology transfer. [8+7]

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