

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

Answer any five questions
All questions carry equal marks

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- 1.a) Briefly explain why technology management needs to be accorded the same importance as that of other basic functional areas of management such as operations, finance, HR, and marketing.
- b) How do you distinguish innovation from invention? Why organizations need innovative approach at all levels? [9+6]
- 2.a) What are the influencing factors of technological innovation?
- b) Discuss the role of organizational climate in diffusion of innovation. [8+7]
- 3.a) How important is to have inhouse R&D facility in technologically competitive environment?
- b) What are the performance measures for the outcome of R&D ventures? [8+7]
- 4.a) What is the importance of aligning technology strategy to business strategy?
- b) What are the risks in collaborating for R&D? [8+7]
5. What are the various stages of new product development? What is the probability of any new idea resulting into a commercial production? What are type I and type II errors in this context? [15]
- 6.a) What is the importance of balanced R&D portfolio? What is its relevance to R&D project planning and control?
- b) Explain the distinct approach to Design for Manufacture. [8+7]
- 7.a) Explain the morphological technique of technological forecasting. What are the steps involved in it?
- b) What are the routes of technology transfer? Briefly explain them. [7+8]
- 8.a) How does fast changing technology environment affect all sectors of industry?
- b) What is technology intelligence? Underline the imperative for acquiring technology intelligence on real time basis. [8+7]

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