R19

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA I Semester Examinations, March - 2023
TECHNOLOGY MANAGEMENT

Time: 3 Hours   Max.Marks:75

Note: i) Question paper consists of Part A, Part B.
ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.
iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART - A

(25 Marks)

1.a) Briefly explain the characteristics of innovative firms.   [5]
  b) Discuss the advantages of collaborating.   [5]
  c) Write a short note on portfolio planning.   [5]
  d) Briefly explain technology transfer.   [5]
  e) Discuss external technological intelligence.   [5]

PART - B

(50 Marks)

2.a) What is technology? Discuss technological innovation as a conversion process.
  b) Describe the factors that drive the process of diffusion.   [5+5]
OR
3.a) What is diffusion of innovation? Elaborate on the model of innovation adoption.
  b) Brief on the dynamics of diffusion.   [5+5]

4.a) Discuss in detail the types of collaborative arrangements in domains of technology strategy.
  b) Describe the influence of environmental trends on technology management.   [5+5]
OR
5. What is meant by productivity of in-house R&D? How do environmental trends influence technological innovation?   [10]

6. What do you understand by industrial design? How will you conduct market research for new product development?   [10]
OR
7. Discuss commercialization of research outcomes. Elaborate on the importance of product architecture and design for manufacture.   [10]

8.a) Define technological forecasting. Discuss in detail the inputs and outputs of forecasting system.
  b) Discuss the modes of technology transfer.   [5+5]
OR
9.a) Write a detailed classification of forecasting techniques.
  b) Examine the role of negotiation for price of MOT.   [5+5]

10. Discuss the need and importance of technological intelligence. Briefly describe the levels of technological intelligence. [10]

OR

11.a) Explain in detail the process of mapping the technology environment.

b) Describe the mechanism for data collection. [5+5]

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