

**M.B.A. (GEN.) Semester - IV (2012 COURSE)(CHOICE BASED  
CREDIT SYSTEM)/ M.B.A. (FM) Semester - IV (2013 (CHOICE  
BASED CREDIT SYSTEM) : SUMMER - 2019  
SUBJECT : INNOVATION & TECHNOLOGY MANAGEMENT**

Day : Saturday  
Date : 01/06/2019

Time : 02.00 PM TO 05.00 PM  
Max. Marks : 100

**S-2019-2287**

**N.B.:**

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answer to both the sections should be written in **SAME** Answer book.
- 3) Figures to the right indicate **FULL** marks.

**SECTION – I**

- Q.1** Explain the concept of Open Innovation New Product Development. [15]
- Q.2** Discuss the methods to protect technological knowledge. [15]
- Q.3** What are the models of technology forecasting? [15]
- Q.4** Explain the significance of international technology transfer in the development of any nation. [15]
- Q.5** Write short notes on **ANY TWO** of the following: [15]
- a) External Technology Sourcing
  - b) Innovation and Entrepreneurship
  - c) Impact of radical technological development on industry

**SECTION – II**

- Q.6** Explain the steps of technology development and implementation in an organization. [20]
- Q.7** Has technology development affected the functioning of banking industry? Give suitable example. [20]
- Q.8** Elaborate the empirical links between technology, firm and economic development. [20]

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