

S.D.E.
M.B.A. Sem-IV (2013 Course) : SUMMER - 2019
SUBJECT: INNOVATION & TECHNOLOGY MANAGEMENT

Day: Thursday
Date: 16/05/2019

S-2019-5055

Time: 02.00 PM TO 05.00 PM
Max Marks. 70

N.B.

- 1) Attempt any **THREE** questions from Section – **I** and attempt any **TWO** questions from Section – **II**.
 - 2) Answers to both sections should be written in **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION - I

- Q.1** Explain the role of Government in financing the Technology. **(14)**
- Q.2** Explain Technology Absorption and Diffusion concepts by citing examples. **(14)**
- Q.3** Discuss management of Technology Absorption with suitable examples. **(14)**
- Q.4** Explain Technology Evaluation Parameters by citing examples. **(14)**
- Q.5** Write short notes on any **TWO** of the following **(14)**
- a) Future thrust for Technology Absorption
 - b) Diffusion strategies
 - c) Make or buy decision.

SECTION - II

- Q.6** Suppose you are working as a production manager in a multinational large scale company. Your company is adopting a new technology. What are different constraints in the absorption of a new technology? Explain in detail. **(14)**
- Q.7** Discuss different technology marketing issues for internal transfers and exports with appropriate case study. **(14)**
- Q.8** Discuss different technological indicators by citing examples. **(14)**