

S.D.E.
M.B.A. (I.T.) Sem-I (2013 Course) : SUMMER - 2019
SUBJECT: Innovation and Technology Management

Day: Wednesday
Date: 08/05/2019

Time: 10.00 AM TO 1.00 PM
Max. Marks: 70

S-2019-5153

N.B.

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

SECTION - I

- Q.1** Explain the Enterprise Resources Planning (ERP) integration with other systems. (10)
- Q.2** Describe issues in selection and implementation of Supply Chain Management (SCM) solutions. (10)
- Q.3** Explain the evolution of E- commerce in detail. (10)
- Q.4** Explain the Cross Impact Matrix with suitable examples. (10)
- Q.5** Write Short Notes on any **TWO** of the following: (10)
- a) MRP
 - b) Technologies for E-Business
 - c) CII

SECTION - II

- Q.6** Describe the use of Regression Analysis for Technology Forecasting in detail. (15)
- Q.7** Discuss the Technology Marketing issues with examples. (15)
- Q.8** Carry out Techno market Survey for a startup company dealing in E-commerce business. (15)

* * * *
