

S.D.E.

M.B.A. Sem-V (2010 Course)(3 Year Course) : SUMMER - 2019

SUBJECT : INNOVATION AND TECHNOLOGY MANAGEMENT

Day : Thursday
Date : 02/05/2019

S-2019-5124

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

N.B.:

1. Attempt Any **FOUR** questions from Section – I
2. Attempt Any **TWO** questions from Section – II
3. Answer to both sections should be written in **SAME** Answer book.

SECTION – I

- Q.1** Discuss future thrust for Technology Absorption with suitable examples (10)
- Q.2** What are Technological Indicators ? Explain them briefly. (10)
- Q.3** Explain the role of financial institutions in financing the technology with suitable examples. (10)
- Q.4** What is Technology Absorption? Explain constraints in Technology Absorption with suitable examples. (10)
- Q.5** Write short notes on any TWO. (10)
- a) Technology Marketing issues and strategies
 - b) Internal transfers
 - c) Core competence

SECTION – II

- Q.6** What do you mean by 'Diffusion'? Explain Diffusion strategies with suitable examples. (15)
- Q.7** 'Technology absorption in the Indian Company has been rather slow' Explain. (15)
- Q.8** Discuss organization and management of Technology Assessment with suitable examples. (15)

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