

M.B.A. (GEN.) SEMESTER - IV (2012 COURSE)(CHOICE BASED CREDIT SYSTEM)/ M.B.A. (FM) SEMESTER - IV (2013 (CHOICE BASED CREDIT SYSTEM) : SUMMER - 2018

SUBJECT: INNOVATION & TECHNOLOGY MANAGEMENT

Day: **Tuesday**
Date: **08/05/2018**

S-2018-1910

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

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) Answers to both the sections should be written in **SEPARATE** answer book.
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SECTION-I

- Q.1** Write a note on Internal and External sources of technology. Explain the factors that influence the technology selection decision. **(15)**
- Q.2** Give a detailed step-wise explanation of strategic decision making in technology management. **(15)**
- Q.3** Explain the benefits and methods of technology forecasting. **(15)**
- Q.4** Write a detailed note on technology absorption and technology diffusion. **(15)**
- Q.5** Explain with suitable examples why innovation and technology are important for survival and growth of a nation. **(15)**
- Q.6** Write short notes on any **THREE** of the following: **(15)**
- a) S- curve
 - b) Radical technology
 - c) Science Vs. technology
 - d) Types of technologies
 - e) Disruptive technology

SECTION-II

- Q.7** Explain in detail the process of new product development, where the product idea is from open innovation. **(20)**
- Q.8** ABC Global Technologies Ltd, wants to introduce a new technology in the company, which is developed through the company's in-house R&D team. Explain the steps starting with technology development till its implementation. **(20)**
- Q.9** Explain by using suitable use-case how innovation, research and development are important, for business to survive and grow. **(20)**

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