

S.D.E.

M.B.A. (I.T.) SEM-I (2013 COURSE) : SUMMER - 2018
SUBJECT: INNOVATION AND TECHNOLOGY MANAGEMENT

Day: **Wednesday**
Date: **06/06/2018**

S-2018-4516

Time: **10.00 A.M. TO 1.00 P.M.**
Max. Marks: 70

N.B.:

- 1) Attempt any **THREE** 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 books.

SECTION-I

- Q.1** What is E- Business? Explain future and growth of E- Business. (14)
- Q.2** What are Technological Indicators? Explain them briefly. (14)
- Q.3** Discuss use of operations Research (OR) models and simulation for Technology Forecasting. (14)
- Q.4** What do you mean by Diffusion? Explain Diffusion Strategies with suitable examples. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Change management
 - b) SCM for customer focus
 - c) Technologies for E- Business
 - d) TE Parameters

SECTION-II

- Q.6** “Though Supply Chain principles are universal in nature, application of these depends on the Context of the country, that’s why India has to find its own unique solutions”. (14)
Explain why you agree or disagree with the above statement.
- Q.7** What is Enterprise Resource Planning (ERP)? Discuss steps to implement ERP in Industry. (14)
- Q.8** Discuss exploratory methods of Technology Forecasting. (14)

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