

**S.D.E.**  
**M.B.A. SEM-IV (2013 COURSE) : SUMMER - 2018**  
**SUBJECT: INNOVATION & TECHNOLOGY MANAGEMENT**

Day: **Saturday**  
Date: **16/06/2018**

Time: **02.00 PM TO 05.00 PM**  
Max. Marks: 70

**S-2018-4418**

**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** Explain following concepts: (14)  
i) Technology Assessment  
ii) Technology evaluation
- Q.2** Explain Technology Absorption concept by citing examples. (14)
- Q.3** Discuss constraints in Technology Absorption with suitable examples. (14)
- Q.4** Explain Technology Marketing issues with suitable examples. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)  
a) Future thrust for Technology Absorption  
b) Venture Capital  
c) Role of CII and UNDP  
d) TE parameters

**SECTION-II**

- Q.6** What do you mean by 'Make-or-buy Analysis'? Discuss the factors influencing Make-or-Buy decisions. (14)
- Q.7** Explain the importance of Diffusion? Discuss Diffusion strategies by citing examples. (14)
- Q.8** Discuss management of Technology Absorption with suitable examples. (14)

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