

S.D.E.

**M.B.A. SEM-V (2010 COURSE)(3 YEAR COURSE) : SUMMER -
2018**

SUBJECT : INNOVATION & TECHNOLOGY MANAGEMENT

Day : **Tuesday**
Date : **12/06/2018**

S-2018-4487

Time : **10.00 A.M. TO 01.00 P.M.**
Max. Marks : 70

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in the **SEPARATE** answer books.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Write a detailed note on Technology Marketing issues. [10]
- Q.2** What is Diffusion? Explain importance of Diffusion. [10]
- Q.3** Discuss future thrust for Technology Absorption. [10]
- Q.4** Discuss Technology Absorption efforts with suitable examples. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Identification of core competence
 - b) Role of ICICI and CII
 - c) Technology Evaluation (TE) Parameters
 - d) Methodology of Technology Assessment

SECTION – II

- Q.6** What do you mean by Technological Indicators? Explain them briefly. [15]
- Q.7** Discuss organization and management of Technology Assessment. [15]
- Q.8** Explain Venture Capital concept with suitable examples. [15]

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