

S.D.E.
M.B.A. Sem-IV (2013 Course) : WINTER - 2018
SUBJECT: INNOVATION & TECHNOLOGY MANAGEMENT

Day: Saturday
Date: 08/12/2018

W-2018-4587

Time: 02.00 PM TO 05.00 PM
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.
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SECTION-I

- Q.1** What do you mean by Diffusion? Explain its importance. **(14)**
- Q.2** What is Technology Absorption? Explain future thrust for Technology Absorption. **(14)**
- Q.3** Discuss venture capital concept with suitable examples. **(14)**
- Q.4** What is Technology Assessment? Explain methodology of Technology Assessment. **(14)**
- Q.5** Write short notes on any **TWO** of the following: **(14)**
- a) Constraints in Technology Absorption
 - b) Management of Technology Absorption
 - c) Technology Absorption Efforts
 - d) Financing the Technology

SECTION-II

- Q.6** Discuss Technology Marketing issues with suitable examples. **(14)**
- Q.7** What do you mean by Technology Evaluation (TE)? Explain TE parameters. **(14)**
- Q.8** Discuss Diffusion Strategies by citing examples. **(14)**

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