

S.D.E.

M.B.A. (IT) Sem – V (2010 Course) (3 Year Course) : WINTER - 2018

SUBJECT: INNOVATION & TECHNOLOGY MANAGEMENT

Day: Thursday
Date: 29/11/2018

W-2018-4722

Time: 10.00 AM TO 1.00 PM
Max. Marks: 70

N.B.:

- 1) Answer 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.

SECTION-I

- Q.1** How to identify the need of re-engineering? Explain re-engineering concepts (10) for a business process.
- Q.2** Explain the concept of value chain differentiation between Enterprise Resource Planning (ERP) and Supply Chain Management (SCM)? (10)
- Q.3** What is E-Business? Explain different business models used in E-Business. (10)
- Q.4** What is Techno market survey? Explain different methodologies used in Technology Assessment (TA)? (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) CRM solution
 - b) E-commerce
 - c) OR Models and simulation

SECTION-II

- Q.6** What are different business opportunities available through E- business? Explain EDI system in detail. (15)
- Q.7** What is importance of Technology Forecasting in Business? Explain different exploratory methods of Technology Forecasting (TF). (15)
- Q.8** What is importance of technology diffusion? Explain different diffusion strategies in context of Indian scenario. (15)

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