

**M.B.A. (GEN.) SEMESTER - IV (2012 COURSE)(CHOICE
BASED CREDIT SYSTEM)/ M.B.A. (FM) SEMESTER - IV
(2013 (CHOICE BASED CREDIT SYSTEM) : WINTER -
2017**

SUBJECT: INNOVATION & TECHNOLOGY MANAGEMENT

Day: **Saturday**
Date: **18/11/2017**

Time: **02.00 PM TO 05.00 PM**
Max. Marks: 100

W-2017-1794

N.B.:

- 1) Attempt 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** Explain the important steps in technology development and implementation in the context of an emerging economy like India. **(15)**
- Q.2** Discuss the characteristics and constituents of technology for gaining competitive advantage by a business organization. **(15)**
- Q.3** Discuss in detail the strategic decisions involved in technology management. **(15)**
- Q.4** Explain in detail the process of new product development. **(15)**
- Q.5** Explain the different techniques of forecasting technology. **(15)**
- Q.6** Write short notes on any **THREE** of the following: **(15)**
- a) Technology absorption
 - b) Internal Technology Transfer
 - c) Innovation Vs. Invention
 - d) Disruptive Technology
 - e) Types of Technologies

SECTION-II

- Q.7** In the last 2 to 3 decades the rate of technological change has increased. Such changes affects individuals, organizations and nations. Hence technology forecasting is unavoidable. Elaborate with appropriate examples. **(20)**
- Q.8** “The key to success of an Entrepreneur is Innovation”. Explain with suitable examples. **(20)**
- Q.9** Explain in detail what will be the impact of radical technology development on Industry. **(20)**

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