

S.D.E.

M.B.A. (I.T.) SEM-I (2013 COURSE) : WINTER - 2017
SUBJECT: INNOVATION AND TECHNOLOGY MANAGEMENT

Day: **Saturday**
Date: **16/12/2017**

Time: **10.00 A.M. TO 1.00 P.M.**
Max. Marks: 70

W-2017-4325

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** Discuss Enterprise Resource Planning (ERP) concept with suitable examples. **(14)**
- Q.2** What are the approaches available for Make or Buy decision? Explain any one approach with a suitable example. **(14)**
- Q.3** Discuss Technology Forecasting methods with suitable examples. **(14)**
- Q.4** What is Supply Chain Management? Explain Supply Chain Management for customer focus. **(14)**
- Q.5** Write short notes on any **TWO** of the following: **(14)**
- a) Evolution of E-commerce
 - b) Methodology of Technology Assessment
 - c) Concept of Business Process
 - d) Technologies for E- Business

SECTION-II

- Q.6** Top level management of a large scale manufacturing Automobile Company wants to implement Enterprise Resource Planning (ERP). As a consultant, suggest steps to implement ERP successfully in the company. **(14)**
- Q.7** What is Technology Absorption? Explain constrains in Technology Absorption. **(14)**
- Q.8** Discuss future and growth of E- business by citing examples. **(14)**

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