

S.D.E.
M.B.A. SEM-V (2010 COURSE)(3 YEAR COURSE) :
WINTER - 2017
SUBJECT : INNOVATION & TECHNOLOGY MANAGEMENT

Day : **Tuesday**
Date : **12/12/2017**

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

W-2017-4296

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** What are Technological Indicators? Explain them briefly with suitable examples. [10]
- Q.2** Discuss organization and management of Technology Assessment. [10]
- Q.3** Discuss Venture Capital concept by citing examples. [10]
- Q.4** What are the constraints in Technology Absorption? [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Financing the technology
 - b) Management of Technology Absorption
 - c) Importance of Diffusion
 - d) Internal Transfers and exports

SECTION – II

- Q.6** Discuss technology marketing issues with suitable examples. [15]
- Q.7** Explain diffusion strategies by citing examples. [15]
- Q.8** Explain future thrust for Technology Absorption. [15]

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