

S.D.E.

M.B.A. SEM-IV (2013 COURSE) : WINTER - 2017
SUBJECT: INNOVATION & TECHNOLOGY MANAGEMENT

Day: **Saturday**
Date: **23/12/2017**

W-2017-4227

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 Technology Absorption? Discuss Technology Absorption efforts with suitable examples. (14)
- Q.2** Explain Technology Marketing issues with suitable examples. (14)
- Q.3** Discuss management of Technology Absorption by citing examples. (14)
- Q.4** What is Technology Evaluation (TE)? Discuss TE Parameters. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Role of IDBI, ICICI
 - b) Identification of Core competence
 - c) Constraints in Technology Absorption
 - d) Future Thrust for Technology Absorption

SECTION-II

- Q.6** One large-scale Indian pharmaceutical company was approached by the Central Health Ministry to supply a very large quantity of a specific medicine within next six months. This was necessary to counter the ‘Swine Flue’ which was spreading in the country like an epidemic. After taking a stock of the situation, the management realized two optional courses of action: (14)
- i) To start a fresh research, conduct clinical trials and then to obtain a patent for the drug, before manufacturing the drug in large quantity. Time would be the main constraint.
 - ii) To search for a reputed pharmaceutical company abroad and enter into a deal for an already patented drug formula. Production could start right away. Here, initial cost was to be high and the royalty payment would be additional burden.
- Advise the management about the right course of action.
- Q.7** Discuss the methodology and the necessary organization for Technology Assessment. (14)
- Q.8** A young entrepreneur with a degree in polymer engineering has the technical know-how for manufacturing food-grade plastic ‘PET’ bottles. His efforts to raise loans from nationalized banks have not been successful. He is not sure of marketing techniques also. Advise him to seek the help and finance from a venture capitalist. Outline the features of venture capital Operations. (14)

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