

Roll No.

12779

MBA 2 Yr. 4th Semester
New Scheme 2019-20
Examination – July, 2022

TECHNOLOGY MANAGEMENT

Paper : 20IMG24GO2

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section-A is compulsory. Attempt any four questions from Section-B by selecting **one** question from each Unit. Each question carries equal marks.

SECTION – A

1. Write short notes on :

- (a) Define technology.
- (b) What do you mean by Growth curve.
- (c) Define business strategy.
- (d) Definition of technology change.

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- (e) Importance of technology intelligence.
- (f) Types of technology strategy.
- (g) Morphological analysis.
- (h) Define globalization.

SECTION - B

UNIT - I

- 2. Write a detailed note on market based and resource based view of management of technology and also discuss components of innovation.
- 3. Write a detailed note on recent development of technology environment including globalization, time compression and technology integration.

UNIT - II

- 4. Define technology supply and briefly describe the process and principle of new product development.
- 5. Briefly describe the issues and recent trends of managing R and D organization along with linkage between technologies.

UNIT - III

- 6. Write a detailed note on meaning, significance and techniques of technology forecasting ? Discuss it in detail.

- 7. Write a detailed note on process and applications of techniques of technology.

UNIT - IV

- 8. What do you mean by technology intelligence and also discuss the meaning, importance and strategy of technology intelligence.
 - 9. Explain in detail the types and issues of technology strategy.
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