

- (f) Difference between growth curve and S-curve.
- (g) Stages of new product development.
- (h) Define forecasting.

UNIT - I

- 2. Write a detailed note on concept, significance and characteristics of management of technology and also discuss forms and change of technology change. 16
- 3. Write a detailed note on induced and autonomies change in technology environment and also explain the recent development of technology environment. 16

UNIT - II

- 4. Define technology and briefly describe the sources of technology and process of new product development. 16
- 5. What do you mean by intellectual property rights and briefly describe the management of intellectual property rights in context of technology management. 16

UNIT - III

- 6. What are the different types of techniques of technology forecasting? Discuss it in detail. 16
- 7. Write a detailed note on process and applications of techniques of technology. 16

UNIT - IV

- 8. What do you mean by technology intelligence and also discuss the meaning importance and strategy of technology intelligence. 16
- 9. Explain in detail the framework for formulating technology strategy. 16

Roll No.

12779

**MBA 2 Yr. 4th Semester New Scheme
2019-20**

Examination – May, 2023

TECHNOLOGY MANAGEMENT

Paper : 20IMG24G02

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 : Attempt five questions in all, selecting one question from each Unit. Question No. 1 is compulsory. All questions carry equal marks.

1. Write short notes on : 8 × 2 = 16
- (a) Define technology management.
 - (b) What do you mean by Pearl curve ?
 - (c) Define IPR.
 - (d) Forms of technology change.
 - (e) Define technology intelligence.