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Question Paper Code: CMB015

MBA IV Semester End Examinations (Regular) - April, 2019
Regulation: .–R16
MANAGEMENT OF TECHNOLOGY
Time: 3 Hours (MBA) Max Marks: 70

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) What is technological innovation? Discuss in detail about contributions in successful innovations in technology. [7M]
   (b) Why is it necessary for companies to indulge in technological innovation? [7M]
2. (a) Explain new product development process and competative strategy. [7M]
   (b) Explain how research and development can be used as a competitive advantage. [7M]

UNIT – II

3. (a) How financial forecast helps in allocation of resources to research and development? Explain the risk factors in financial analysis. [7M]
   (b) Cost effectiveness and Sustainability analysis, of these two which is a better method of project evaluation. [7M]
4. (a) Which factors affect cost effectiveness of research and development and explain the need of cost effectiveness. [7M]
   (b) How uncertainty affects research and development? Write other technologies of evaluating R & D ventures. [7M]

UNIT – III

5. (a) What are the challenges faced in commercializing the research outcomes?. [7M]
   (b) How management decides resource allocation among competing projects? [7M]
6. (a) Illustrate project planning process? Explain project terminology and research allocation. [7M]
   (b) Explain various techniques used for new idea generation and marketing research for developing new products. [7M]

UNIT – IV

7. (a) What is technological forecasting? Explain the inputs and outputs of forecasting system? [7M]
   (b) Which factors make technological forecasting difficult? Compare them by taking any current status of technologies. [7M]
8. (a) Explain the current status of technological forecasting in our country. [7M]
   (b) Explain forecasting techniques with suitable examples. [7M]

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UNIT – V

9. (a) Explain with examples modes of technology transfer and price of technologies. [7M]
   (b) In your view is "Rafael" deal good for India? Justify your answer with a clear explanation. [7M]

10. (a) Why is it necessary to negotiate for technology transfer? Write about negotiation of price. [7M]
    (b) How India can make use of "MAKE IN INDIA" initiative for technology transfer? Explain major steps involved in "MAKE IN INDIA" [7M]

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