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Total No. of Pages : 02

Total No. of Questions : 15

MBA (2016 to 2017) (Sem.-4)
TECHNOLOGY MANAGEMENT
Subject Code : MBA-946
M.Code : 71391

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTION-B consists of FOUR Sub Sections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

1. Discuss various issues of technology management.
2. Write a short note on technological change and innovation.
3. Discuss technology transfer.
4. Explain basic requirements of technological alliance.
5. Discuss the need of intellectual property right.
6. Why market feedback system is needed for better product development?

SECTION-B**UNIT-I**

7. Technological up gradation is need of the hour for Indian industries. Discuss various technical, social and economic issues before Indian manufacturers to compete world market leaders.
8. What are various strategic considerations for management of technology? Explain in detail.



UNIT-II

9. What is technology forecasting? Explain technology development in detail.
10. What is technology absorption? Explain evaluation of competing technologies in detail.

UNIT-III

11. Explain laws relating intellectual property rights, patents and trademarks.
12. What is World Trade Organization (WTO)? Explain its impact on Indian economy.

UNIT-IV

13. Explain in detail the role of Department of Science and Technology (DST) and Council of Scientific & Industrial Research (CSIR) to improve technological environment in India.
14. What are various quality systems? Explain the role of information system to improve services in India.

SECTION-C**15. CASE : DENTAL SPA**

Would a warm paraffin hand treatment during your dental cleaning or dental treatment put you at ease and make the process more bearable? That is the idea behind the new "dental spa" services opening in major cities throughout the USA. Beyond claiming music and comfortable chairs and flat screen TVs mounted on the ceiling with sound from the noise - cancelling headphones that block unpleasant dental noises, foot scrubs, pedicures, or other spa services are sometimes possible at the same time. Two major trends have helped fuel the growth of dental spas: improving the painful associations of dentistry and increased cosmetic focus of dentistry that goes along with other spa treatments.

Questions :

1. Which one of the three new service requirements would a dental spa least likely pass: service fit, operational fit or financial impact? Why?
2. What are some of the main areas of complexity and divergence in this kind of operation relative to the standard dental clinic?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.