

R17

Code No: 741AH

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA I Semester Examinations, January-2018****TECHNOLOGY MANAGEMENT****Time: 3hours****Max.Marks:75**

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A.
Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) Discuss the role of Research and Development (R&D) in developing technology strategy for Organizations. [5]
- b) Put forth your views on the "need for financial evaluation of research and development projects." [5]
- c) Why market research is considered as crucial for development of a new product? Explain? [5]
- d) What do you understand by technological forecasting? [5]
- e) What is horizontal and vertical transfer of technology? Give a suitable example for each. [5]

PART - B**5 × 10 Marks = 50**

2. What are the various factors contributing to successful technological innovation? Discuss various external and internal factors briefly. [10]
- OR**
3. What are the various techniques for creative problem solving? Discuss any one of them in detail. [10]
4. What are the various risks involved in research and development projects? How do you calculate risk in financial analysis of R&D projects? [10]
- OR**
5. What are the different methods of evaluating any R&D project? Discuss any one method in detail. [10]
6. Discuss the importance of programme planning and control for a research and development project. [10]
- OR**
7. Illustrate with a suitable example, how new product development can be a competitive strategy for any business organization? [10]

8. Examine the classification of technological forecasting techniques. Explain any one forecasting technique in detail. [10]

OR

9. Discuss your views on: "Technology cannot be considered in isolation from environmental, social, economic and political factors. All these factors can affect a company's performance and outlook. The quality of decision-making in strategic planning can be improved by information on these factors." [10]
10. Discuss different modes of technology transfer. Elaborate various pricing techniques of technology transfer. [10]

OR

11. Explain various types of organizations (or agencies) involved in the process of technology transfer at different stages? Discuss the role of such organizations in the process of technology transfer. [10]

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