R17

Code No: 741AH

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA I Semester Examinations, April/May-2019
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) Write a brief note on the importance of Technological Innovation.   [5]
  b) Describe techniques of evaluating R& D ventures.   [5]
  c) State the methods of resource allocation for R&D projects.   [5]
  d) Explain the need of technological forecasting.   [5]
  e) How do you categorize the technology transfer?   [5]

PART - B   5 × 10 Marks = 50

2. "The basic concept of MOT as an interdisciplinary field of study and application" justify the statement and brief on conceptual frame work of MOT.   [10]

OR

3. Explain, how research and development is a business and how R&D strategies are selected and implemented in business.   [10]

4. Discuss the need and importance of financial evaluation of research projects. Explain the role of risk as a financial factor in selection of a project.   [10]

OR

5. Explain and illustrate the process of technology generation. What aspects would you keep in mind while managing and monitoring R&D projects?   [10]

6. "Technology planning is a central component of corporate business planning" exemplify the statement and discuss different project planning and control techniques.   [10]

OR

7. Discuss stages involved in developing new product and explain how to reduce new product development time with the support of market research.   [10]

8. Why is technology forecasting necessary? Explain the need for technology forecasting under situations of (a) no control (b) Partial control; and (c) full control.   [10]

OR

9. How to evaluate the quality of technology forecasting methods and brief on the role of technological forecasting on corporate decisions.   [10]

10.   Discuss the commonly pricing methods in technology transfer   and what principal are generally available on enterprise-to-enterprise level in technology transfer? Explain.   [10]

OR

11.   Explain in brief on general guidelines to be followed for transfer and absorption of imported technologies and brief on negotiation for price of MOT.   [10]

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