

R17**Code No: 741AH****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA I Semester Examinations, December-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. Write short notes on the following:

- a) Research & Development [5]
- b) Allocation of Resources [5]
- c) Portfolio Planning [5]
- d) Technological Forecasting [5]
- e) Technology Transfer [5]

PART - B**5 × 10 Marks = 50**

2. Explain in detail various factors contributing to successful technological innovation. [10]

OR

3. Discuss in detail R&D Strategy in the Decision making process. [10]

4. Explain risk as a factor in financial analysis. [10]

OR

5. Explain in detail various techniques for evaluation R&D ventures. [10]

6. Discuss at length various steps involved in project planning. [10]

OR

7. Explain in detail the steps in New Product Development. [10]

8. What is the role of technology forecasting in the current business scenario? [10]

OR

9. Classify and explain the various methods of technology forecasting. [10]

10. Discuss in detail the issues involved in transfer of technology. [10]

OR

11. Explain in detail how price is negotiated for transfer of technology? [10]

--ooOoo--