

**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&amp;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&amp;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]

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