

**R15**

Code No: 724AB

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA IV Semester Examinations, December - 2018****MANAGEMENT OF TECHNOLOGY****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) Define and explain the concept 'Transfer of Technology.' [5]
- b) List out the various steps in R&D Financial Forecasting process. [5]
- c) What are the different tools that can be in R&D Project Planning? [5]
- d) What are the moral duties of a Resource Manager? [5]
- e) Explain the concept 'Lump sum payment' in Pricing of Technology. [5]

PART - B**5 × 10 Marks = 50**

2. What are the reasons for considering 'Management of Technology' (MOT) as significant while formulating its perspective plan? Mention the conceptual framework of MOT. [10]

OR

3. What are the determinants of technological development? Give a chronological Description on the generation and development of R & D activities for business Development. [10]

- 4.a) What is the criteria to be examined for the evaluation of innovative projects? [5+5]
- b) Discuss the impact of Risk in Research projects and how can it be measured? [5+5]

OR

- 5.a) What are the different techniques to be considered for estimating the cost of a Project? [5+5]
- b) On what basis, profitability projections of alternative proposals can be generated? [5+5]

6. What do you understand by 'Portfolio Planning'? Discuss the role of Portfolio Manager for the successful completion of the Project. [10]

OR

7. Explain the concept 'Project Termination'. When does it happen? What are the affects of pre mature terminations? Discuss in detail the various types of Project Termination. [10]

8. Explain the need and importance of a Technological forecast. What are the influencing factors to be considered for the forecast of Technology? [10]

OR



9. What are the characteristics of a good Technological forecast? What factors do you consider helpful in translating Technological plans into action successfully? [10]
10. How could Trade agreements for Technology Transfer benefit industry and economy? Supplement your answer by quoting instances. [10]
- OR**
11. Answer briefly the following:
a) Negotiations process in the context of Technology Transfer
b) Routes of Technology Transfer. [5+5]

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