

R15

Code No: 724AB
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA IV Semester Examinations, January-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) What are the techniques for developing group creativity and problem solving in group? [5]
- b) Explain why R& D is essentially risky. [5]
- c) What is the need for diversified R&D portfolio for large companies? [5]
- d) What is the organization for technological forecasting? [5]
- e) What are the various levels at which technology transfer take place? [5]

PART - B
5 ×10 Marks = 50

- 2.a) What is the eco system needed for successful innovation practices?
- b) Bring out the case for the imperative of technology management at organization or micro level. [5+5]

OR

- 3.a) Explain with suitable examples as to how 'market driven' companies tend to leverage on their R&D capabilities.
- b) What is the importance of having robust policy measures for company investing in R& D effort? What would be the consequence of the absence of this measure? [5+5]

4. Explain the various Multi-criteria methods of evaluation of R& D projects. [10]

OR

- 5.a) Discuss the relevance of Social Cost Benefit Analysis (SCBA) in evaluating community based R&D projects.
- b) What is certainty equivalent coefficient? [6+4]

- 6.a) Why product development is essentially 'competitive business strategy'? Give examples of companies successfully following new product development as an important business strategy.
- b) What are the causes for failures of new product? [6+4]

OR

- 7.a) What is industrial design? What are its main features?
- b) Bring out the importance of having indigenous substitutes of critical raw material and components in times of emergency situations. [5+5]



- 8.a) Explain the essential elements of a technology forecast? How do they influence the decision making process?
b) What is meant by innovation chain? [6+4]
- OR**
- 9.a) What is the importance of technology forecasting to business organizations?
b) How does normative method of technology forecasting differ from exploratory method? Explain some of the normative methods of technology forecasting. [5+5]
10. What are the various routes of technology transfer? Explain significance of these routes. Illustrate your answer with suitable example for each of the routes of transfer. [10]
- OR**
- 11.a) What is the general 'scope' of transfer of technology agreement?
b) What are the rights and obligation of transferor and transferee under transfer of technology agreement? [5+5]

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