R15

Code No: 724AB

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA IV Semester Examinations, June/July-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) Outline the technology strategies of 'technology leader' versus 'follower'. [5]
  b) How would you measure the cost effectiveness of R & D projects? [5]
  c) Explain the role and significance of market research for new product development. [5]
  d) Stress the imperatives of technological forecasting for growth oriented companies. [5]
  e) What are the broad categories of payments for technology transfer? [5]

PART - B   5 ×10 Marks = 50

2.a) What are the components of technology?
  b) What are the basic ingredients for a successful technology innovation? [5+5]

OR

3.a) What are the unique problems and challenges of R & D management?
  b) What are the elements of R & D strategy? [5+5]

4.a) Explain the step by step process of making financial forecasts for R & D projects.
  b) What is 'risk adjusted discounted cash flow'? What is its relevance to R & D financial forecast? [5+5]

OR

5.a) What should be the basis for allocation of resources to competing R & D projects?
  b) Why quantitative method of evaluation of R & D alone would not be sufficient? Which important qualitative aspects need to be taken into consideration? [5+5]

6. What are the various stages of 'new product development'? Explain each of them briefly. [10]

OR

7.a) What are the ways through which project gets terminated?
  b) What are the essential considerations of 'design for manufacture'? [5+5]

8. Explain various methods of technology forecasting under the category of 'exploratory forecasting'. [10]

OR

9.a) What are the sources of technological intelligence?
  b) What are the inputs to forecasting system? What are the outputs? [5+5]

10. Explain the process of negotiating price for transfer technology, indicating clearly the basis or combination of basis, for 'floor price' of the transferor and 'ceiling price' of the transferee. [10]

OR

11.a) What are the modes of technology transfer?

b) What are the motives for 'transferor' and 'transferee' to go for technology transfer?

[5+5]

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