

**Code No: 724AB****R15****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, December - 2019****MANAGEMENT OF TECHNOLOGY****Time: 3 hours****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) Discuss the factors that contribute for successful Technological Innovation. [5]
- b) Give details of various techniques available for evaluating R&D ventures. [5]
- c) What is an 'Industrial Design' and why is it important in Manufacturing? [5]
- d) Elucidate various inputs and outputs of a Technology Forecast System. [5]
- e) Define 'Technology Transfer' and list out various modes available for technology transfer. [5]

PART - B**5 × 10 Marks = 50**

2. Evaluate the Process of Technological Innovation and supplement your answer with an appropriate example. [10]

OR

3. Explain the techniques for creative problem solving in the context of NPD. [10]
4. Elaborate how R&D Projects are evaluated financially. [10]

OR

5. How do you consider risk as a factor in financial analysis of R & D Projects? [10]
6. Can NPD be considered as a source of competitive advantage? Justify your answer with suitable explanation. [10]

OR

7. What is the importance of Project Planning and Control in developing a new product? [10]

8. Classify various forecasting techniques in the field of Technology. [10]

OR

9. Is the current environment of business suitable for a dependable technology forecast? Give your views in detail. [10]

10. How do you negotiate the price of a technology? Explain with a suitable case. [10]

OR

11. Elaborate the pricing strategies that can be applied for transfer of technology between global firms. [10]

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