

R15

Code No: 724AB

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA IV Semester Examinations, April/May-2019****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 dimensions of creativity? Explain. [5]
- b) Explain the use of risk adjusted discounted cash flow technique in R& D project evaluation. [5]
- c) While there could be numerous ideas at 'idea generation' stage of product development, only a very few reach commercial production stage. Why? [5]
- d) What are the imperatives for technology forecasting? [5]
- e) Why the pricing of the technology transfer cannot be very transparent? [5]

PART - B**5 × 10 Marks = 50**

- 2.a) What are the important issues relevant to the process of technological innovation?
- b) What is the need for alignment of R&D strategy to corporate strategy? [5+5]

OR

3. Bring out the various techniques for developing creativity in individual. Explain each of them briefly. [10]

- 4.a) What is risk adjusted return? What are the tools for measuring risk adjusted returns?
- b) Explain any two multiple criteria methods for evaluating R&D projects. [5+5]

OR

- 5.a) Distinguish between risk and uncertainty.
- b) What is the need for making financial forecasts of R& D projects? [5+5]

6. What are the various stages or phases in project planning and control? Explain them briefly. [10]

OR

- 7.a) What is the concept of design for manufacture?
- b) What is the importance of market research prior to new product development? [5+5]

8. What are the various methods for technology forecasting under exploratory category? Explain each of them briefly. [10]

OR

- 9.a) What is the role of technology forecasting?
- b) What are the common mistakes and pitfalls in technology forecasting? [5+5]



- 10.a) What are the modes of technology transfer?
b) What are the features of technology package? [5+5]
- OR**
- 11.a) What is the importance of assessing the technology absorption capabilities of recipients enterprise and competence of know-how of supplier?
b) What is the role of negotiation in Transfer of Technology? [5+5]

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