

**CODE NO: R5-41/MBA**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA-IV Semester Supplementary Examinations February -2010**

**MANAGEMENT OF TECHNOLOGY**

**Time:3hours**

**Max.Marks:60**

**Answer any Five questions  
All questions carry equal marks**

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1. What is the importance of Management of Technology for business? What are the factors contributing to successful technological innovation?
2. Explain how R & D plays a significant role in the new product development with suitable examples.
3. What is creativity? Explain the various types of innovation.
4. Discuss the various techniques of evaluating R & D ventures.
5. How firms should focus on portfolio playing during the recession periods.
6. Explain how technology intelligence is critical input to develop a new product.
7. What is the significance of technology planning? Explain briefly the technology planning process.
8. Explain how technology transfer take place. What are various modes of payment for transfer of technology?