

R05

Code No: MB432

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - IV Semester Examinations, January 2011

MANAGEMENT OF TECHNOLOGY

Time: 3hours

Max. Marks: 60

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

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1. Discuss the process of Technological Innovation with the help of a suitable case.
2. Explain the factors to be considered for allocation of resources to R & D activities.
3. What are the various techniques for creative problem solving?
4. How do you consider risk as a factor in financial analysis of R & D Projects?
5. How can be New Product development is a competitive strategy. Explain with a suitable example.
6. What is Technology forecasting? Discuss the methods of Technology forecasting in any industry.
7. Explain how do companies negotiable for price of Management of Technology.
8. Explain briefly
 - a) Forecasting system Inputs and Outputs
 - b) Commercialisation of Research Outcomes.
 - c) Evaluating R & D ventures.
