

R07

Code No: 42

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA-IV Semester Regular Examinations July 2010

MANAGEMENT OF TECHNOLOGY

Time: 3hours

Max.Marks:60

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

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1. Define technology innovation and explain technology innovation chain.
2. Discuss the role of government and military in R & D.
3. Explain various steps involved in creative problem solving process.
4. Discuss in detail about the various techniques of project evaluation.
5. Explain the differences between internal and external project controls.
6. How does market research helps in developing new products?
7. Explain the various methods used in technology forecasting.
8. Discuss the importance of Intellectual Property Rights in Transfer of technology.

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