

**R07**

**Code No: MB402**

**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. Critically evaluate factors contributing to successful technological innovation?
2. Write down the concepts of following
  - a) Selection and implementation of R&D strategy
  - b) R&D as a competitive advantage
3. Discuss the need and techniques of creative problem solving?
4. Describe the financial techniques for evaluating R&D Projects?
5.
  - a) Discuss in brief the importance of programme planning and control?
  - b) Explain the procedure the procedure of project planning and control?
6. Explain the stages of New Product Development in detail?
7. Discuss in detail the Advantages and limitations of Technological forecasting in Decision making?
8. Define Technology Transfer? What are the different approaches of technology transfer?

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