

R09

Code No: E5303

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - III Semester Examinations, January 2011

MANAGEMENT OF TECHNOLOGY

Time: 3hours

Max. Marks: 60

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

1. Discuss what factors are contributing to successful Technological innovation.
2. a) Explain briefly about the competitiveness pyramid.
b) Discuss the efforts taken up by any country's government to ensure competitiveness.
3. Explain how R and D ventures are evaluated financially.
4. a) What is portfolio planning?
b) Discuss the significance and role of market research in New Product development.
5. Explain about the factors of Product design and architecture.
6. Write short notes
a) New Product development as a competitive strategy.
b) R & D as a competitive advantage.
7. What are the different categories of transfer of Technology? Explain the modes of technology transfer with a suitable case.
8. Discuss the Technology Planning framework.
