

Total No. of Questions : 7]

SEAT No. :

P1754

[4770]-413

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M.B.A.

**PRODUCTION & MATERIALS MANAGEMENT
SPECIALIZATION**

**405-D : Technology Management
(2008 Pattern) (Semester-IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer any five questions.*
- 2) All questions carry equal marks.*

Q1) “We could use technology to help achieve universal health care, to reach for a clean energy future, and to ensure that young Americans can compete -- and win --- in the global economy ---” - Barak Obama, President, USA. Elucidate this statement in relation with impact of technology on society and business. **[14]**

Q2) How do companies achieve competitive advantages through new technology? Elaborate with relevant examples. **[14]**

Q3) Discuss Growth Curves and Morphological Analysis with reference to technology forecasting. **[14]**

Q4) a) What do you understand by the term ‘Technology Leadership’? **[7]**
b) Define and explain innovation with suitable examples. **[7]**

Q5) Explain the concept of technology strategy. Discuss the types of technology strategies available to firms based on technology leadership and scope. **[14]**

Q6) Explain the process of technology transfer.

Technology Transfer is the suite of processes encompassing all dimensions of the origins and uptake of know-how, experience and equipment amongst, across and within countries, organizations and institutions. **[14]**

P.T.O.

Q7) Write short notes on Any Two:

[14]

- a) IPR (intellectual property rights) in context of Technology management.
- b) Process technology.
- c) Social issues in Technology Management.
- d) Organization structure and Role of Technology Management.



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