

R17

Code No: 741AH

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA I Semester Examinations, June/July-2018
TECHNOLOGY MANAGEMENT**

Time: 3hours

Max.Marks:75

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A.
Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) What are the components of technology? [5]
- b) Highlight the challenges of financial evaluation of any R & D project. [5]
- c) What is the strategic importance of developing indigenous substitutes of critical raw materials and components? [5]
- d) Bring out the importance of technology forecasting for every business organization. [5]
- e) Why do quite often, need arise, for negotiation by the transferor and the transferee in concluding agreement for transfer of technology? [5]

PART - B

5 ×10 Marks = 50

- 2.a) What distinguishes technology management from other areas of functional management? Answer briefly.
- b) Bring out the importance of formulating both the long term and the short term R & D strategy for the company. [5+5]

OR

- 3.a) Explain 'thinking hats' method of developing creativity.
- b) What are the prerequisites of successful technological innovation? [5+5]
- 4.a) Evaluate the 'risk adjusted DCF approach' as a technique in project evaluation of R & D ventures.
- b) What are the issues to be considered in R & D project selection? [5+5]

OR

- 5.a) Explain the use of Q-sort and Conjoint Analysis in R & D project selection.
- b) What is certainty equivalent? What are its merits and demerits? [5+5]
6. The new product development is often a long drawn out affair with chances of failures at every stage and therefore abounds risk to the company. What are these stages? Explain each of them briefly. [10]

OR

- 7.a) What do you understand by the term 'mass customization'? Illustrate your answer with examples.
- b) What are the guidelines for 'design for manufacture'? [5+5]

- 8.a) What is technology forecasting? What is its relevance to business organization?
b) What are the environmental variables affecting technology? [5+5]

OR

9. What are the various technology forecasting methods under the 'exploratory' category? Explain each of them. [10]

- 10.a) What are the various modes of technology transfer?
b) What are the obligations of transferor and transferee under TOT agreement? [5+5]

OR

11. Explain the various routes of technology transfer. What are the advantages and limitations of each of them? [10]

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