

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: MBA
BRANCH: MANAGEMENT**

**SEMESTER : III
SESSION : MO/18**

SUBJECT: MBA3071 TECHNOLOGY MANAGEMENT

TIME: 3 HRS.

FULL MARKS: 60

INSTRUCTIONS:

1. The question paper contains 7 questions each of 12 marks and total 84 marks.
 2. Candidates may attempt any 5 questions maximum of 60 marks.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1(a) Define "Management Of Technology". What are the market based views and resource based views of management of Technology? [6]
- Q.1(b) Do you agree with the statement - "The key to economic progress and technology development is knowledge it is the outcome of social construction. Justify. [6]
- Q.2(a) What do you understand by the term "Innovation"? Explain the terms - "Market Pull" and "Technology Push" [6]
- Q.2(b) Explain with examples the different types of Innovation. [6]
- Q.3(a) What is the difference between "Innovation and "Diffusion"? Explain with suitable examples. [6]
- Q.3(b) Describe the factors that drive the process of diffusion. [6]
- Q.4(a) Explain with suitable examples the modes of configuring value chains and value constellations. [6]
- Q.4(b) What drives the process of value chain? Explain. [6]
- Q.5(a) Explain the competitive consequences of technological changes. [6]
- Q.5(b) What are the technological characteristics of competitive domains? [6]
- Q.6(a) What is deployment of technology and what are the types of new products? [6]
- Q.6(b) Explain the meaning and process of technology transfer. [6]
- Q.7(a) What do you understand by Patents, Copyright, Trade Secrets and Trade Marks? Explain. [6]
- Q.7(b) Explain the concept of uncertainty and technological insularity during technology evolution. [6]

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