

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

CLASS: MBA
BRANCH: MBA

SEMESTER : III
SESSION : MO/19

SUBJECT: MT557 TECHNOLOGY MANAGEMENT

TIME: 3.00Hrs.

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 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 Technology Management. What is the characteristic of technology to achieve strategic goal of the organization? Discuss. [5]
- Q.1(b) What is Technology Environment? Discuss the different levels of technology environment. [5]
- Q.2 What are the different types of Innovation? Explain with examples? What do you understand by the terms 'Market Pull' and "Technology Push"? [10]
- Q.3 (a) Explain how technological changes have improved organizational productivity? Give some examples. [5]
- Q.3(b) What do you understand by the term diffusion? Discuss the dynamics and mechanisms of diffusion. [5]
- Q.4(a) What are the barriers to introduction of Process Innovation? Explain with examples. [5]
- Q.4(b) Define technology intelligence. Identify the levels and functions of technology intelligence. [5]
- Q.5(a) What is Technology Strategy? Explain the elements of an effective technology strategy at the enterprise level. [5]
- Q.5(b) Write short notes on: [5]
- a) Intellectual Property Protection
 - b) Technology Transfer

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