

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

CLASS: MBA
BRANCH: MBA

SEMESTER : III
SESSION : MO/22

SUBJECT: MT557 TECHNOLOGY MANAGEMENT

TIME: 03 Hours

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. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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- Q.1(a) Define Technology Management. Describe the characteristic and classification of technology to achieve strategic goal of the organization? CO1 L1 [5]
- Q.1(b) Discuss the Nature of Technology Management and also describe the different stages of design innovation process? Give some suitable examples. CO1, CO2, L1 [5]
- Q.2(a) Explain the Effective Planning Model of Technology Development? CO2 L2 [5]
- Q.2(b) Discuss the different Process of Implementing Technology Management Practices.CO2, CO1, L2 [5]
- Q.3(a) Discuss technology evaluation and why is it important? What parameters could be used in evolution of technology management at enterprise level. CO1, CO2, CO3, L2 [5]
- Q.3(b) Explain the model of technology dimension framework which is used in Technology development. Give Suitable Example. CO2, CO3, L2 [5]
- Q.4(a) Technological change is an increase in the efficiency of a product or process that results in an increase in output, without an increase in input. Explain this statement with suitable example. CO3.CO4, L3 [5]
- Q.4(b) In India, the extent of technological innovation in public/private sector enterprise is not so encouraging. Find the reasons for this trend and suggest some measures to be taken to strengthening technological innovations process in private or public enterprises. CO 3. CO4, CO5, L3 [5]
- Q.5(a) Explain the concept and process of Technology change diffusion and characteristics of the dynamics of diffusion. CO2.CO4.CO5, L2 [5]
- Q.5(b) Discuss the role of technology strategy at the corporate level. What steps would you formulating a viable technology strategy for a business firm? CO1.CO4.CO5, L1 [5]

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