CLASS: MBA   SEMESTER : IV
BRANCH: MANAGEMENT   SESSION: SP/2023

SUBJECT: MT557 TECHNOLOGY MANAGEMENT
TIME: 3 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. Before attempting the question paper, be sure that you have got the correct question paper.
5. Tables/Data handbook/Graph paper etc. to be supplied to the candidates in the examination hall.

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Q.1(a)	Describe the process involved in Management of Technology. Elaborate your answer emphasizing on each of the process involved in it.	[5]	1	2
Q.1(b)	Describe a firm as a Value Chain. Also describe how a set of related activities create added value to the company's Profit. What is the critical aspect of the model?	[5]	2	4
Q.2(a)	Differentiate between Macro and Microenvironment. Also explain current trends in Technological Environment.	[5]	2	4
Q.2(b)	Describe Incremental Innovation and Radical Innovation with the help of Suitable example.	[5]	3	2
Q.3(a)	Describe Technology adoption life Cycle using Bell shaped curve. Distinguish among four different stages of Technology life cycle.	[5]	3	4
Q.3(b)	What are the Technological Characteristics of competitive domain? Describe how collateral assets of a firm help the firm to gain competitive advantage.	[5]	4	3
Q.4(a)	Describe all possible competitive consequences of Technology Change. How change in Value chain takes place due to Technology Change.	[5]	4	2
Q.4(b)	Classify major principles of Mass Production in value chain configuration. Demonstrate the logic used for Mass Production using Line diagram.	[5]	4	3
Q.5(a)	What are the advantages of collaboration? Elaborate the need of patenting in case of collaboration.	[5]	5	2
Q.5(b)	Describe the importance of using Technology Intelligence by firms during strategic decision making. Explain with the help of suitable example	[5]	4	2

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