

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA (TM) - SEMESTER- 9 - EXAMINATION – WINTER 2016

Subject Code: 4290103

Date: 25/11/2016

Subject Name: Technology Management

Time: 10.30 am to 01.30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) Define Technology & Technology Management. What are the dimensions of technology Management? Explain. **07**

(b) Define and explain the process of technological change and technology life chain. **07**

Q.2 (a) What are the two approaches of technology forecasting? Explain Delphi method of Technology Forecasting in detail. **07**

(b) “The appropriateness of Technology depends upon various factors”. Explain the various factors with suitable examples. If you were the technology advisor to a corporate house, what criteria for selection of appropriate technology would you suggest and why? **07**

OR

(b) Differentiate between invention & innovation. Give one example for each of them. **07**

Q.3 (a) What is disruptive Technology? Explain in detail with relevant example. **07**

(b) What is Technology Forecasting? Discuss its role at national & enterprise level. **07**

OR

Q.3 (a) Explain the recent technological trends of India. **07**

(b) Differentiate between technology evaluation and technology assessment. What stages would the process of technology assessment go through? **07**

Q.4 (a) Explain, with examples, the various stages in technology life cycle. **07**

(b) What are different classifications of technology? Provide an Example for each type of technology. **07**

OR

Q.4 (a) Describe the five stages of technology transformation. **07**

(b) Write a note on industrial research in Indian industry and give your comments. **07**

Q.5 (a) Discuss “brainstorming” as a method of technological forecasting in terms of : **07**
i. Its applications
ii. Its merits and demerits.

(b) Technology has been viewed differently by different people. Discuss the role & importance of technology management. **07**

OR

Q.5 (a) Distinguish clearly between Radical Innovation and Incremental Innovation? Can we say that one is more important than the other? Justify your answer. **07**

(b) What criteria in general could be used by a manufacturing firm for technology evaluation before it makes a final selection? Discuss. **07**
