Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐ **Total No. of Pages : 02**

Total No. of Questions : 15

MBA (2012 & Onwards) (Sem.–4)

TECHNOLOGY MANAGEMENT

Subject Code : MBA-946

Paper ID : [A2537]

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTION TO CANDIDATES :

1. **SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
2. **SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
3. **SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.**

SECTION-A

I How technology can help knowledge worker?

II Discuss two examples of technology malfunctioning.

III Discuss process of technology transfer.

IV How Technology diffusion works in India?

V Discuss TRIPS.

VI Write about CSIR technology incubator.

SECTION-B

UNIT-I

VII "*Knowledge and technology grid: Empirical assessment*". Elucidate with examples.

VIII How technology change and culture of the organization are related? Discuss.

UNIT-II

IX How does Contemporary technology, forecasting, issues & perspectives are related?

X List and discuss common Barriers to Technology: Adoption and Development.

UNIT-III

XI Explain the salient features of patents, copy rights. Discuss with suitable example.

XII Explain intellectual property rights. Discuss the issues involved in it.

UNIT-IV

XIII The long-term goal of technology management is to sustain economic growth in the foreseeable future through the development and commercialization of new technologies. In the global economy. Discuss.

XIV Describe some of the major Science and Technology achievements in India.

SECTION-C

XV Case Study :

Most technology transfer takes place because the organization in which a technology is developed is different from the organization that brings the technology to market. The process of introducing a technology into the marketplace is called technology commercialization. In many cases, technology commercialization is carried out by a single firm. The firm's employees invent the technology, develop it into a commercial product or process, and sell it to customers. In a growing number of cases, however, the organization that creates a technology does not bring it to the market.

Question :

You are in the planning and development committee of the country (India). What is your point of views or reasons for organization that creates a technology does not bring it to the market?