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**MASTER OF BUSINESS ADMINISTRATION  
(NETWORK INFRASTRUCTURE  
MANAGEMENT)  
(MBANIM)**

**Term-End Examination**

**June, 2013**

**MCRI-008 : TECHNOLOGY MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt five questions. All questions carry equal marks.*

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1. "Technology management incorporates planning, directing, control and coordination of technological capabilities in an organization". Explain and elucidate with the help of a suitable example. 20
2. Explain how technology products like radios, hard disk or zippers are in mature stages of life-cycle. Defend your answer with the help of a suitable example. 20
3. Explain and elaborate with the help of example some current innovations that might help preserve civilization, and others might help destroy it. 20

4. Explain and elucidate with the help of suitable example : 20
- (a) "Crafting an appropriate business model may seem a daunting task for corporate managers".
  - (b) "Patents are an outcome of knowledge generation process".
5. Explain *any four* of the following Acronym : 5x4=20
- (a) ICT
  - (b) IPR
  - (c) JIT
  - (d) B2G
  - (e) R and D
6. Briefly comment on the followings : 5x4=20
- (a) A digital economy is mainly a knowledge intensive economy.
  - (b) Regulatory Frameworks that balance the interest of suppliers and users are necessary to protect and manage intellectual property.
  - (c) Institutions that organize for learning find ways to couple technology with knowledge management.
  - (d) Social Structure is crucial to knowledge sharing and includes work groups, teams, strategies and learning communities.

7. Distinguish between *any four* of the followings : 5x4=20
- (a) E-Business and E-Commerce
  - (b) Tacit and Explicit Knowledge
  - (c) Push and Pull Approach
  - (d) ERP and MRP
  - (e) CRM and eCRM
8. Write short notes on *any four* of the followings : 5x4=20
- (a) Knowledge Management
  - (b) Learning Management System
  - (c) Organizational Intelligence
  - (d) Technology Sourcing
  - (e) Technology based Diversification
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