

Management Programme

**ASSIGNMENT
FIRST SEMESTER
(January to June)
2021**

This Assignment is being provided to only those students who are going to complete their maximum duration in the admission cycle January 2021 (TEE June 2021). For all other students the Assignments for this course will be available in July 2021 admission cycle (TEE December 2021) and therefore they should not attempt this Assignment.

MS-94: Technology Management



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS-94
Course Title	:	Technology Management
Assignment No.	:	MS-94/TMA/SEM-I/2021
Coverage	:	All blocks

Note: 1. *This Assignment is being provided to only those students who are going to complete their maximum duration (validity period) in the admission cycle January 2021 (TEE June 2021). For all other students the Assignments for this course will be available in July 2021 admission cycle (TEE December 2021) and therefore they should not attempt this Assignment.*

2. Attempt all the questions and submit this Assignment to the Coordinator of your Study Centre on or before 30th April, 2021.

1. What is the role of technology at the enterprise level for a country? Elucidate.
2. What is Information Technology Revolution? Explain giving relevant examples.
3. Explain the concept of relevance tree and develop a “problem relevance tree” for an electric car.
4. Read the articles on technological innovation which recently had a great impact on the global front. List out the major attributes of this innovation and discuss how these attributes can be used to develop a communication strategy for the target market.
5. What are the various options for financing new technology projects? Explain any two of them in brief.