

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

**Term-End Examination**

**December, 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. What would be some of the difficulties and issues involved in cross-industry R & D ? Explain with the help of a suitable example. **20**
  
2. What do you mean by Data Management ? Distinguish between data mining and data warehouse. **20**
  
3. Explain the following : **20**
  - (a) The market cycle begins when the product is launched.
  
  - (b) Object oriented technology means that software components can be assembled into an enormous variety of functional capabilities.

4. Explain and elucidate with the help of suitable example : 10+10
- (a) "Venture capital is a reality that will not go away".
- (b) "Companies that don't innovate die".
5. Explain **any four** of the following acronym : 5x4=20
- (a) ICT                      (b) EDI                      (c) SCM
- (d) ERP                      (e) DSS
6. Briefly comment on **any four** of the following :
- (a) Digital economy has information and knowledge as its main commodities. 5x4=20
- (b) KM is broadly concerned with the collection of organizational practices.
- (c) The growth of e-commerce has benefitted greatly from open structure.
- (d) Technology develops and diffuses strictly according to it's own logic.
- (e) Innovation is expensive but imitation is virtually costless.
7. Distinguish between **any four** of the followings : 5x4=20
- (a) M-commerce and e-commerce
- (b) B2B and B2C
- (c) Patent and Copyright
- (d) Bottom-Up and Top-Down approach
- (e) Technological convergence and Technology fusion
8. Write short notes on **any four** of the followings : 5x4=20
- (a) E-Business
- (b) Technical Change
- (c) Production Intensive
- (d) Supplier Dominated
- (e) IT Security
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