

MANAGEMENT PROGRAMME

Term-End Examination

December, 2014

MS-94 : TECHNOLOGY MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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

1. Explain **any two** of the following :
 - (a) Role and importance of Technology Management
 - (b) Technology Life Cycle (illustrate graphically)
 - (c) Exploratory and Normative approaches to technology forecasting
2. Discuss the application of advances in the Information Technology on various functions of a business enterprise. Illustrate with examples.
3. Discuss the different methods of pricing the proprietary technology. Also explain some of the commonly used royalty approaches with their merits and demerits.
4. (a) What is technology diffusion and why is it important from the macro and micro levels ?

- (b) Discuss the requisites for successful and timely absorption of technology. What has lately been the overall experience of Indian industry in this respect ?
5. (a) Giving some examples of venture capital funds/institutions, discuss and comment upon the role the latter have played for technology development in India.
- (b) Explain the elements of an effective technology strategy at the enterprise level.
6. (a) What could be the sources for technology information to an enterprise ? What infrastructure in India exists for such information ?
- (b) Discuss the salient features of technology policy in India and comment upon it.
7. Write short notes on **any four** of the following :
- (a) Technology Missions
- (b) Intellectual capital and its benefits
- (c) Appropriate technology
- (d) Code of conduct for technology transfer
- (e) Technology business incubators
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