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MS-94

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2023

MS-94 : TECHNOLOGY MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

1. Explain the role and importance of Technology Management in the present competitive scenario.
2. Discuss the application of Information Technology on various functions of a business enterprise. Illustrate with examples.
3. Explain various methods of pricing the proprietary technology.
4. (a) What is technology diffusion ? Explain with respect to the macro and micro levels.

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- (b) List and explain the basic requisites for successful and timely absorption of technology.
5. (a) Elucidate the role of venture capital funds/institutions in technology development in India.
- (b) What are the elements involved in an effective technology strategy ? Explain with respect to the enterprise level.
6. Discuss the salient features of technology policy in India.
7. Write short notes on any *four* of the following :
- (a) Technology Missions
 - (b) Intellectual capital
 - (c) Appropriate technology
 - (d) Code of conduct for technology transfer
 - (e) Technology business incubators