

MANAGEMENT PROGRAMME

Term-End Examination

June, 2015

MS-94 : TECHNOLOGY MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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

1. (a) Explain, with examples, the role and importance of Technology Management.
(b) "Every technology eventually reaches a decline phase." Why such a thing happens ? Explain this phenomenon with the help of S-curves and the various stages of Technology Life Cycle.
2. Explain (i) the Delphi and (ii) Relevance Trees as techniques for technological forecasting pointing out their applications, advantages and limitations.
3. (a) Explain Technology Transfer modes with diagrammatic presentation.
(b) What developments in the recent past have made diffusion of technology assume greater importance ?
4. (a) What managerial actions and decisions are required for an effective technology absorption in a business enterprise ?

- (b) In what ways Technology Evaluation differs from Technology Assessment ? Discuss with examples.
5. (a) Discuss the role of venture capital and venture capitalists in promoting technology development in a developing country by highlighting some relevant examples.
- (b) For technology upgradation and development a strong and sound technology information system is required both at the macro and micro levels. Examine the statement underlying the salient features of such a system.
6. A medium level business enterprise with significant use of technology approaches you to develop a concept paper for technology strategy for its enterprise (which the enterprise does not have it at present). How would you go about it ? Develop the concept paper underlining the various steps/facets of the strategy, briefly explain each step/facet clearly for the benefit and potential use of management.
7. Explain **any four** of the following :
- (a) Recent trends in R and D expenditure in India
- (b) Imported technology Vs. in-house developed technology
- (c) Technology Missions
- (d) Salient features of Technology Policy in Japan
- (e) Technology support and modernization of small scale sector
- (f) Role of international linkages in technology modernization
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