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M. B. A. (Third Semester) Examination,
April-May 2020 / NOV-DEC 2020

(New Scheme)

(Specialization : General)

(Management Branch)

Innovation & Technology Management (New)

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Attempt all questions. All questions carry equal marks. Internal choice is given.

- 1. Explain in detail Management of Technology (MOT).**

Or

Write a note on Technological Environment & discuss the major trends of technological environment.

2. Write short notes on :

(a) Concurrent Engineering

(b) Innovation inspired by nature

Or

Define Innovation. Differentiate invention & Innovation & explain types of Innovation.

3. Explain Technology evolution in detail with suitable example.

Or

Write short notes on :

(a) Dynamics of Diffusion

(b) Mechanism of Diffusion

4. What is technological intelligence? Explain the steps involved in mapping Technological environment.

Or

Write short note on Analytical Tools for technology Forecasting.

5. Define the term technology strategy and explain collaborative arrangements in the domain of technology strategy.

Or

Write short notes on :

(a) Intellectual property

(b) Venture capital