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Roll No.

576313(76)

676313(76)

**M. B. A. (Third Semester) Examination,
Nov.-Dec. 2021**

(New Scheme)

(Specialization : General)

(Management Branch)

INNOVATION & TECHNOLOGY MANAGEMENT

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

***Note : Attempt any five questions (12 marks each)
from Section-A and Section-B compulsory.***

Section-A

1. “Technology is important for the survival and growth of an organization.” Explain. 12

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2. Explain technology life cycle and also explain what competitive strategy firms follow during different stages of technology life cycle? 12
3. What do understand by the term MOT also explain its objectives at national level with suitable example. 12
4. Write short notes on any **two** : 12
 - (a) Concurrent Engineering
 - (b) Innovation Inspired by nature
 - (c) Creative thinking and problem solving
5. Write a detailed note on Diffusion of technology and also explain mechanism of diffusion. 12
6. Explain the various methods of technology forecasting. 12
7. Elaborate the process of gathering technology intelligence. 12

Section-B

20 marks

8. Write short notes on : 10 marks each
 - (a) Intellectual Property Rights
 - (b) Collaborative arrangements in domain of technology

Strategy