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Roll No. ....

**300853(76)**

**B. E. (Eighth Semester) Examination, April-May 2021**

**(New Scheme)**

**(Elective Branch)**

**TECHNOLOGY MANAGEMENT**

***Time Allowed : Three hours***

***Maximum Marks : 80***

***Minimum Pass Marks : 28***

***Note : Attempt all questions. Part (a) from each question is compulsory which carries 2 marks. Attempt any two from parts (b), (c) and (d) of each question which carries 7 marks.***

**Unit-I**

1. (a) Define Technology & Technology management.  
(b) What do you understand by Management of Technology? Describe its conceptual Framework.

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- (c) What do you understand by Technological Environment? Also write a note on actors of Technological Environment.
- (d) Write a note on current status of Science and Technology development in India. In which area, do you feel we are lagging behind?

### Unit-II

- 2. (a) What do you understand by Innovation Management?
- (b) Distinguish between Invention and Innovation with suitable examples.
- (c) What are the steps in Innovation process? Also Explain types of Innovation outputs with illustration.
- (d) Why is it so crucial for organization to innovate and invest in modern technologies? Comment.

### Unit-III

- 3. (a) Illustrate Technology life cycle with the help of computer as an example.

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- (b) What is S curve of technology evolution? Explain its various phases.
- (c) "Diffusion is a process by which an innovation propagates through certain channels over time among the units of a system." Explain this statement with diffusion curve.
- (d) Discuss the dynamics and mechanisms of Technology diffusion.

### Unit-IV

- 4. (a) What are the different types of Technology Strategy?
- (b) Explain technology strategy along with models for formulating technology strategy.
- (c) "Technology Intelligence refers to technology-related information that is useful and utilized by firms during strategic decision making". Explain the statement.
- (d) What is Technology Intelligence ? What are the four steps that are involved in gathering technology intelligence?

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**Unit-V**

5. (a) What do you understand by Technology Acquisition?

(b) What factors affect Technology Acquisition decision?

(c) "Technology Transfer is a process that permits the flow of technology from a source (an individual, a company or a country) to a receiver". Explain different channels through which technology is transferred?

(d) Write short note on : (any one)

(i) GATT

(ii) IPR