

DEPARTMENT OF MANAGEMENT STUDIES

Question Bank

Innovation and Technology Management

UNIT 1

1. "Technology can refer to material objects of use to humanity, such as machines, hardware etc. but can also encompass broader themes, including systems, organization, and techniques". Elucidate the statement.
2. How does management of technology help to achieve organizational goal? Explain with the help of real life example.
3. What social, political or environmental factors might affect the natural progress of the company's technological plans.
4. "When a technology reaches its natural limits, it becomes a mature technology vulnerable to substitution or obsolete". Illustrate Technology life cycle with the help of computer as an example.
5. Explain the combined effect of technology push & market pull in stimulating innovation.
6. What are 4 concepts that are employed in Management of Technology within an open system?
7. What do you understand by technological environment? Also write a note on Actors of Technological Environment
8. Give one example of technology and explain its characteristics in the context of example.
9. Does technological environment get changed by itself? If yes, give one appropriate example where technological environment is changing itself.
10. Technology life cycle is an improvement of performance parameter in technology. Take computer as an example and explain how technology evolves over a period of time.
11. Discuss the dynamics of technological change with innovation dynamics at firm level?

UNIT 2

1. What do you understand by Innovation Management. Explain in brief the concepts associated with Innovation Management.
2. Distinguish between invention and innovation. Explain components & types of innovation.
3. Examine the nature & significance Innovation Management?
4. Define innovation management and give an example of how a firm can manage innovation processes.
5. How the concept of creative thinking and problem-solving activities accelerates the innovation driven organization?
6. Explain the concept of concurrent engineering along with its importance to the firms who applied it?
7. Discuss the benefits of economic of innovation & explain how firms can assess & measure innovativeness of the firm?
8. Explain with the help of suitable examples “Innovation inspired by Nature”.

UNIT 3

1. Write note on S-curve of Technology Evolution & explain technology diffusion
2. What is the S curve of Technology Evolution? How do they help in understanding the evolution of any technology?
3. Why has technology evolution got S- shape curve? Explain the various phases of technology evolution.
4. Diffusion is compulsory for technology.’ Explain
5. What do you mean by “Diffusion of Innovation”? Discuss the factors that control the process of Diffusion of Innovation.
6. “Innovation propagates through a population of consumers in the market overtime” Explain this statement in context to dynamics of diffusion
7. Discuss the dynamics and mechanism of diffusion?
8. What are the ways in which reinvention occurs during diffusion
9. Explain how Technology Change is creative destruction. Also throw light on the competitive consequences of Technology Change.

Unit 4

1. What is Technology Intelligence.
2. "Technology Intelligence refers to technology-related information that is useful and utilized by firms during strategic decision making". Explain the statement
3. Explain technology intelligence along with its process.
4. Explain the concept of technology audit along with example?
5. Discuss the process of mapping technology environment?
6. As a manager, how will you align the concept of Technology Intelligence with "Technological Environment" for creation of sustainable competitive advantage?
7. "Technology Audit is an analysis performed to identify the strengths and weaknesses of the technological assets of an organization". Explain
8. What are the 4 steps that are involved in mapping Technology Intelligence
9. What are the major tools of technology forecasting & assessment.

Unit 5

1. "Transfer of technology is a process essential for the wide application & utilization of technology by one or more users". Comment
2. What are the factors to be considered in developing technology strategies & R& D management.
3. Explain technology strategy along with models for formulating technology strategy?
4. Discuss in detail note on Technology Acquisition & Technology Transfer.
5. Discuss the competitive consequences of Technology change.
6. What are the different channels through which technology is transferred?
7. How do technological changes influence the internal functioning of an organization- nature of work, organizational structures and decision processes?
8. What is technology strategy? Describe the models for technology strategy formulation
9. Discuss the competitive consequences of technology change?
10. Discuss the scope and relevance of Intellectual Property Rights with respect to today's business world.
11. Write a note on Venture capital. What are the steps in venture capital process